

Washington State Department of Printing

Guide to Services

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To obtain this publication in an alternative format, please contact Kelley Kellerman at 360-570-5036, TDD 360-570-5069, or kelley@prt.wa.gov.

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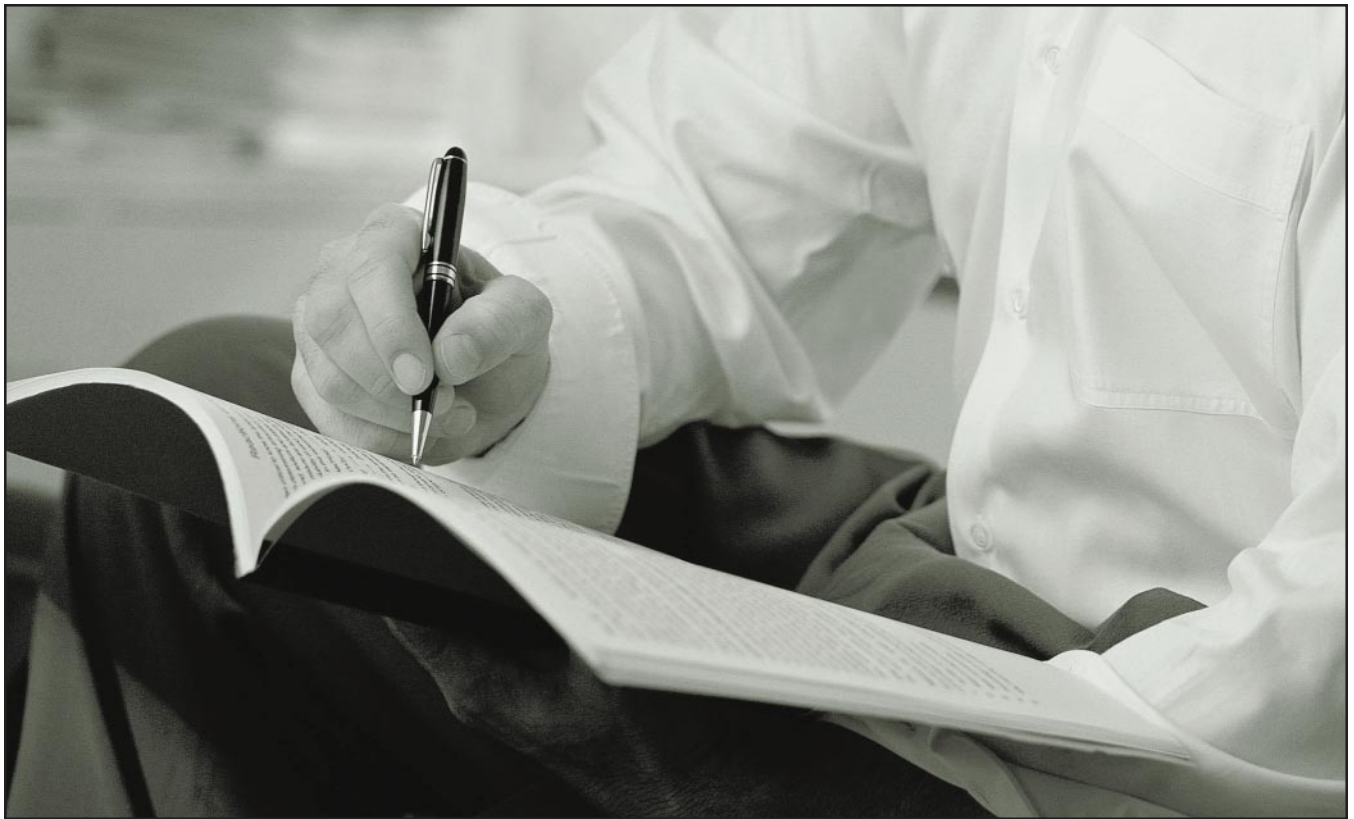
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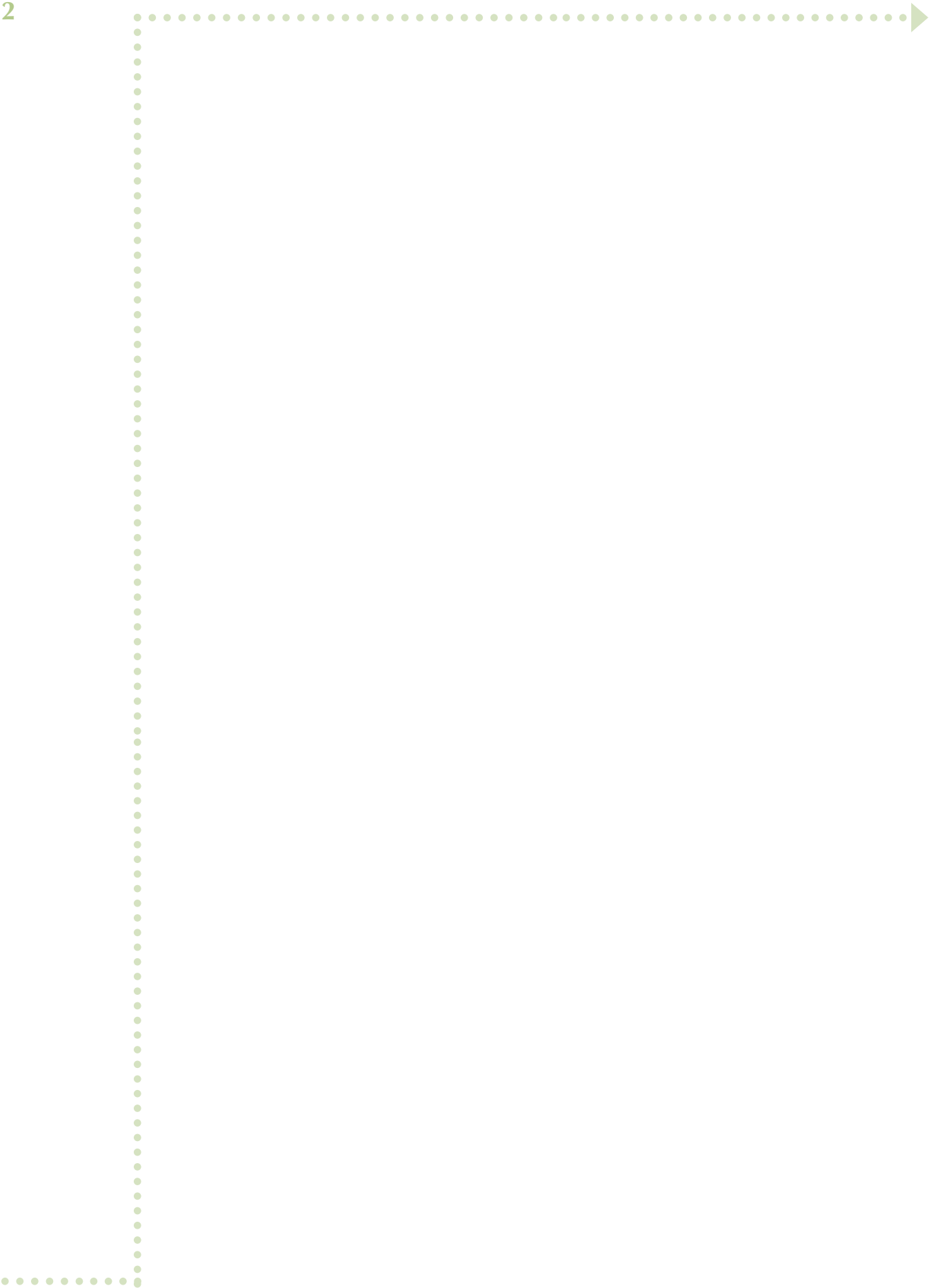


Introduction

THE WASHINGTON STATE DEPARTMENT OF PRINTING IS DEDICATED TO PROVIDING YOU CONVENIENT access to the best products and services at the lowest possible cost. This guide is intended to help you take advantage of our services by giving you an overview of the complete printing, binding, mailing and distribution options available, as well as tips to help you plan, create and submit your orders. In addition, the back of this guide contains reference material such as standard formats and definitions of printing terms.

We invite you to discover how we can help you produce your next printing project quickly, easily and cost-effectively. If you would like additional copies of this guide, please contact Kelley Kellerman at 360-570-5036 or kelley@prt.wa.gov. ☎







Agency overview

THE DEPARTMENT OF PRINTING IS AN ENTIRELY SELF-SUPPORTING AGENCY WITHIN WASHINGTON state government. Our main production facility, located in Tumwater, Washington, houses our printing, bindery, fulfillment, mailing and distribution facilities as well as our large Document Center offering networked digital copying services.

The Department of Printing offers comprehensive document production services from design to delivery, with an emphasis on customer service, environmental responsibility and a commitment to saving both customer and taxpayer dollars.

We operate several Copy Centers in the Olympia/Lacey/Tumwater area for our local customers' convenience, and Internet-based applications allow us to serve customers worldwide. In short, we are continually exploring new processes and technology to better serve your needs.

Who we serve

Department of Printing services are available to all Washington state agencies, boards, commissions, institutions of higher education and political subdivisions.

Working with our customers, we assist them in developing the most effective solutions to their document needs. It is our desire to provide "peace of mind" to both our customers and the taxpayers of the State of Washington by ensuring all customer needs are met and taxpayer funds are used wisely.

Our Mission

The Department of Printing will exceed customer expectations.

Our Vision

To become the Printer and Employer of Choice.

Contact us

We invite you to let us know if we are meeting your current needs and what new services we can provide to help you in the future. Please contact us at the location below any time with your comments, questions or suggestions. We look forward to hearing from you!

Washington State Department of Printing

Street Address: 7580 New Market St SW, Tumwater WA 98501

Mailing Address: PO Box 798, Olympia WA 98507-0798

Mail Stop: 47100

Telephone: 360-570-5555

Fax: 360-586-8831

Home page: www.prt.wa.gov



Customer Service

OUR CUSTOMER SERVICE DEPARTMENT IS DEDICATED TO ENSURING THAT YOU ALWAYS RECEIVE excellent service and product quality. Your customer service representative is with you every step of the way—from planning your project to ensuring you are satisfied with the final product.

Here to help

Your customer service representative (CSR) is your single point-of-contact at the Department of Printing. Call on your customer service representative whenever you need information or assistance. They will be happy to help you by:

- Answering questions.
- Receiving new orders.
- Tracking the status of your job.
- Planning upcoming projects.
- Discussing how we can improve our service to you.

Complaint resolution

Please contact your customer service representative if you receive a product or service from us that does not meet your standards. We will work with you to make sure everything is quickly corrected to your satisfaction and the situation does not occur again.

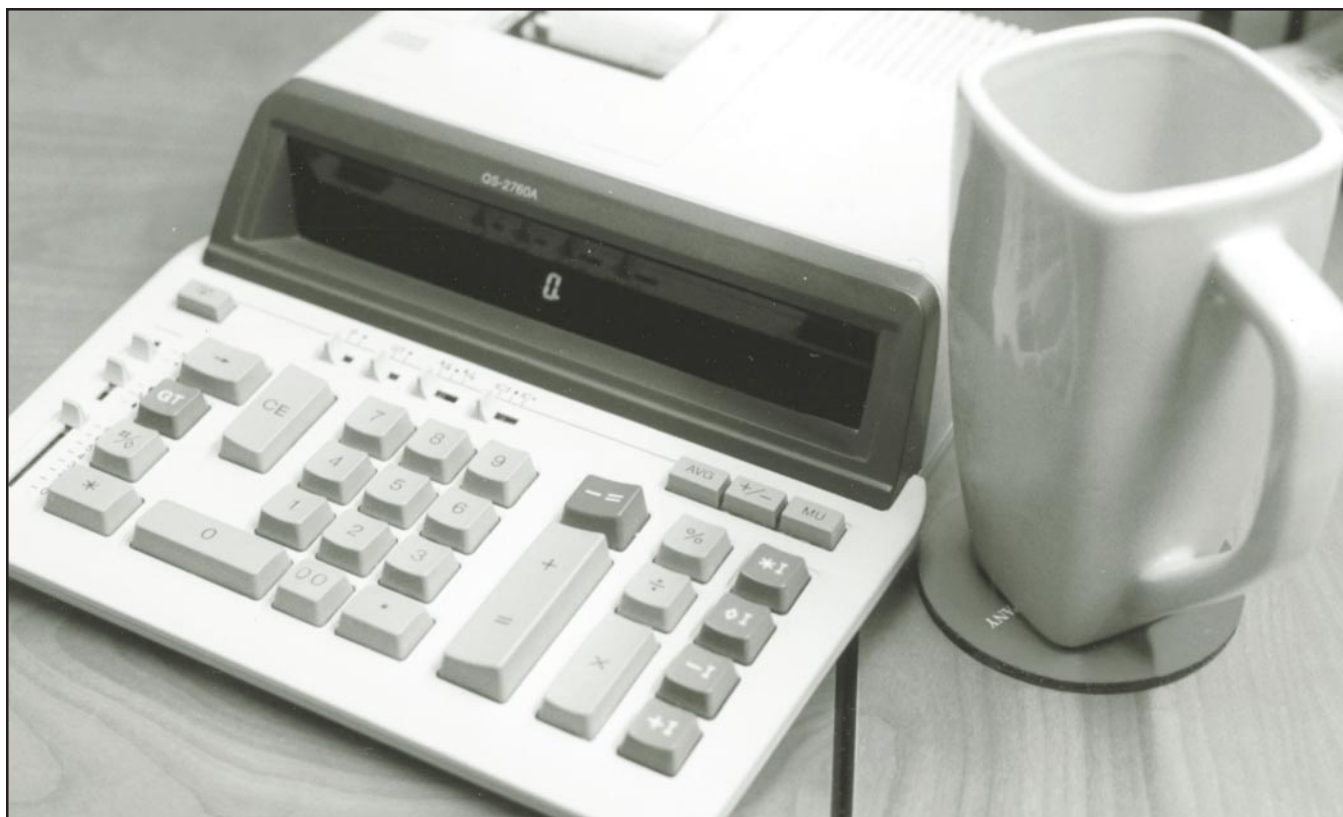
We are committed to continually improving the quality of our products and services. We truly appreciate your honest, constructive input about how well we are doing our job. The only measure we have of our success is the feedback we receive from you.

For more information



You will find your customer service representative's name and contact information in the Customer Support section of our website at www.prt.wa.gov. The contact list also contains links so you can send an e-mail to your customer service representative directly from the site.

If you have questions about Customer Service or do not see your organization on the customer service representative list, please contact our Customer Service Manager, Lynn DeGallery, at 360-570-5077 or lynn@prt.wa.gov. ☎



Estimating

OFTEN, THE FIRST STEP IN GETTING A JOB PRINTED IS GAINING BUDGET APPROVAL. WE KNOW you rely on accurate cost estimates to make important ordering decisions, and you may need pricing information for several alternatives before proceeding. The estimators in our Production Planning Department are here to help you sort through the possibilities by providing you with reliable cost estimates.

Ensuring accuracy

Cost estimates are produced by calculating the cost of the labor necessary to complete a job, and adding the cost of the materials involved. The accuracy of the estimate depends on whether all the factors involved in completing the job have been included in the estimate calculations. That's why it is vital that you provide complete, accurate specifications on your estimate request.

When requesting estimates, please plan the job as completely as possible and include information such as:

- Quantity to be printed
- Page count
- Number of ink colors used
- Weight, color and brand of paper to be used
- How you will furnish the art (e.g. hard copy, PageMaker file, etc.)
- Type of binding
- Mailing and shipping instructions



Information

Please see [Page 107](#) for more information about how printing costs are determined.

In many cases, seemingly insignificant details such as whether the ink bleeds off the edge of the paper will have a significant impact on the actual price of your job. That is why it's a good idea to include a sample showing the basic layout of the job with your estimate request whenever possible. However, don't worry if no sample is available when you make your request. We can usually produce a reliable estimate without a sample, as long as you give us complete job specifications.

Requesting an estimate

To receive an estimate on your next printing project, use the online estimate request form available through the Customer Support section of the Department of Printing website at www.prt.wa.gov or contact your customer service representative. The online estimate request form includes on-screen help to assist you in completing the form correctly, and your customer service representative will be happy to answer any additional questions you may have.

Usually, we will produce an estimate based on the information you give us through the online request. However, our estimators may contact you for more details if the request form is not filled out completely or the job is more complicated than usual. In addition, we may request a sample of your job to ensure we provide you with reliable pricing.

When we receive your request, we will complete the estimate as quickly as possible, usually within 24 hours. Depending on your needs, we'll send the finished estimate to you by telephone, fax or e-mail, along with a reference number to help us access your estimate records quickly. Please be sure to include this estimate reference number on your printing request when you are ready to place your order. This allows us to match your order to the cost estimate and notify you if the actual cost will vary from the estimate due to different specifications or a rush due date. ⚡



Information

Please see [Page 45](#) for complete step-by-step instructions on filling out the online estimate request.



Design Services

A GREAT PROJECT BEGINS WITH A GREAT DESIGN, AND DEPARTMENT OF PRINTING DESIGN SERVICES is the convenient, cost-effective way to create the eye-catching documents you're looking for. Design Services offers complete graphic design support to help you start your project on the right track, including:

- Concept planning and consultation
- Typesetting
- Logo and identity design
- Page layout and image placement
- Illustration
- Re-creation and revision of previous artwork
- OCR scanning
- Creation of electronic document files for print and web

Our experienced designers will be glad to help you create the look you want for all your communications. Whether you need a single item or a complete series of customer education material, you'll find responsive, creative solutions in Design Services. The following are just a few of the items available:

- Annual reports
- Brochures
- Posters and flyers
- Maps
- Forms and certificates
- Marketing materials such as mailers, promotional items and pocket portfolios

OCR Service

Optical Character Recognition (OCR) is the process of changing a printed document into a computer file that can be edited or shared electronically. OCR files from Design Services give you a clean, accurate text file in the format that best fits your needs. All OCR files are completely editable so you can update information, add graphics or reformat the text for use in newsletters, reports and other marketing materials.

How it works

The first step in OCR scanning is preparing the pages for scanning. We look through the document to make sure the copy is clear and the information will scan accurately. If the document is a bound book, we remove the binding to create the flat pages necessary for sharp scans.

After the document is prepared, we scan the pages on our high-speed digital copiers and save the information in Adobe Portable Document Format (PDF). This PDF file looks just like the printed document, and can be displayed on the Internet or shared by e-mail.

The PDF file is then converted to OCR with specialized software. You can request to receive your finished OCR files in a variety of file formats, including Microsoft Word (.doc) and Rich Text Format(.rtf). Rich Text Format is very flexible and can be used to place text in just about any desktop publishing software. We'll send you your files by e-mail, on CD or any other media you request.

Ordering OCR services

To order OCR service, just submit an A21-A Printing Requisition and include the hard copy you want us to scan. If you already have a PDF file of a document, you may also submit it with a printing request for conversion to editable OCR format.

Please furnish the best quality printed document possible. The quality of the hard copy image affects how easily and accurately the pages can be scanned. If the project was originally printed on dark or speckled paper, it may require extra time and effort to pull the information from the page.

Benefits

Our integrated Design Services allow you to take care of all your document needs from design to printing, assembly and distribution in one central location. This eliminates delays and potential challenges arising from transfers from designers to printers to mailing houses so you save time and money.

Our graphic designers work closely with all of our production departments, so you can be sure your design will be printed, bound and mailed as efficiently as possible. Plus, our designers are located in the same location as our printing facilities, so we can easily assist with press checks and other quality assurance tasks throughout the production process.

Because we offer our graphic design services at highly competitive rates, your printing budget will go farther than ever. Our designers are well versed in the printing process, allowing us to create documents that not only reach your intended audience effectively, but also save you money during printing, binding and distribution.

How to start

If you would like to take advantage of our Design Services, contact your customer service representative to make an appointment to meet with our designers. We will work with you to find the best way to reach your audience while meeting your needs for product quality, turnaround time and cost. ♦



Prepress

THE PREPRESS DEPARTMENT IS PRIMARILY RESPONSIBLE FOR TRANSFORMING YOUR ELECTRONIC PRINT files and camera-ready art into film negatives for the production of printing plates. The staff checks incoming print files and prepares them for accurate imaging, outputs images to film and produces proofs for your approval.

Film from electronic files

Our Prepress Department offers complete imagesetting services from your digital files. State-of-the-art file preparation software and film imagesetting equipment allows us to produce high-quality printing negatives directly from your digital files quickly and cost-effectively.

You may furnish your job files in either Mac or Windows format for output. However, Macintosh files are preferred because they are more compatible with the imagesetting software, decreasing processing time and cost. To send us your job electronically, include any of the following media with your printing requisition:

- Floppy disk
- 100- or 250-MB Zip disk
- Compact disc
- E-mail to your customer service representative

When we receive your electronic files, the prepress staff first checks to ensure that all the necessary fonts and graphics are present for accurate output. Then our technicians impose the document, laying out the pages in the proper location for printing. Sophisticated prepress software ensures that multiple-color jobs are trapped correctly and adds all the necessary fold marks, cropmarks and color bars to the negative.



Information

Please see [Page 81](#) for more information about preparing and submitting electronic files for printing.

Image scanning services

- ▲ The skilled technicians in our Prepress Department use the latest scanning technology to ensure your image scans are created with the superior quality needed for printing.
- We specialize in four-color process scanning, converting your photos and slides into digital files using the four basic ink colors—Cyan, Magenta, Yellow and Black (CMYK).
-
-
-



▲ Professional-grade image scanning converts your photos and slides into superior quality digital images for use in printing or Internet applications.

We will also be happy to scan your images as one-color halftones or two-color duotones for use in less complicated printing projects. If you are using your images for web applications, we will format your scanned images as RGB files that use Red, Green and Blue, the basic colors of light, to create vibrant images for display on the Internet.

If it is difficult for you to work with large graphics files when you create your documents, we can give you a low-resolution scan to use when laying out your project and

creating a hard copy mockup. These files are called FPO files because they are “for position only.” When you submit your project, we will replace the FPO images in your layout with high-resolution scans for printing.

No matter what format you choose, we monitor and correct the color during scanning to ensure you receive accurate, color-balanced images. We will also enhance photos to increase clarity and eliminate unwanted backgrounds at your request.

Ordering an image scan

If you would like to use our image scanning service, simply request scanning on your A21-A Printing Requisition and send us your original image. You can submit originals as transparencies, 35 mm slides or photo prints up to 12" x 18".

When ordering, be sure to tell us whether you want full-color, one-color or two-color scans and whether the images will be used for printing or web applications. Use the “Other Instructions” area of the printing requisition to provide additional details such as requests for image enhancement. If you want us to place the images in your document after scanning, please include a sample showing the size and location you want for each photo.

Traditional prepress

When you furnish hard copy with your printing requisition, our Prepress Department uses traditional methods to create printing negatives. The technicians lay out the camera-ready copy by hand and shoot the imposed layout sheets with our large camera. This camera is capable of reducing copy to 12 percent of its original size, or enlarging it up to 700 percent. The resulting film is then hand stripped with masking sheets so it is positioned properly for creating printing plates.

Proofs

The Prepress Department produces several types of proofs so you can approve your printing project before it goes to press. Each type of proof is designed to provide you with the specific information you need to make an informed decision before moving ahead with the job. In addition, we offer a viewing booth with a 5000° Kelvin light source and a neutral gray background so you can check your proof for color accuracy.

The following are the most common types of proofs available:

Laser proof

A laser proof is a high-resolution, black-and-white printout of the item to be printed. It is used for simple, one-color documents such as letterhead and forms.



Information

Please see
Page 93
for tips on
checking a
proof.

Blueline proof

A blueline proof is created by transferring the image from the negatives that will be used to print the job onto light-sensitive proofing paper. The proof image appears in shades of blue, somewhat like a blueprint, and each ink color is labeled by hand. This type of proof is usually used when the job is supplied as hard-copy camera ready.

Because we must create a complete set of printing negatives to produce each blueline proof, it can be more expensive than other options. However, a blueline is the best choice if you must provide hard copy or want to see exactly how screens and halftones will print.

Iris proof

Iris proofs are the most common type of proof we produce, and they are especially helpful when jobs are furnished as electronic files. After the job files are processed and properly imposed for printing, we output the files on the Iris printer to create a full-color sample up to 43" wide. The Iris proof shows you where each color will be printed, but it is not completely color-accurate. If you need to check your full-color images for correct color balance, it is a good idea to view a color proof after approving your Iris proof.

Color-match proof

A color-match proof is used to check for proper ink color, density and register. Like the blueline proof, a color proof uses the negatives that will be used in producing the printing plates to create the proof image. However, unlike the blueline, it can be produced using the same paper as the finished job so you can see how your ink colors look on the paper you requested. After you approve the color-match proof, it is used by our press operators to check color and quality during the printing process.

Because this type of proof requires additional time and materials, it will add to the cost of your job and is recommended only for jobs in which it is critically important that color be reproduced exactly. If you need to view a color-match proof of your project, please specify that you need a color proof on your A21 printing requisition.

While color-match proofs are an excellent way to see how your color jobs will print, they are not an exact sample of the final printed piece. No ink is used to create the color-match proof, so it will not show you the slight color shifts and dot gain that can occur when the ink soaks into the paper during printing. If your project requires an exact color match or special attention to image clarity, we recommend that you request a press check in addition to a color-match proof.

Soft proof

In addition to printed proofing options, we offer electronic or "soft" proofs. Soft proofs are PDF files sent to you by e-mail for viewing on your computer screen. An electronic version of the proof approval form is e-mailed to you with your soft proof so you may respond by return e-mail. Soft proofs allow us to prepare your job for printing more quickly and cost-effectively than printed proofs because they eliminate the need for printing and binding.

Soft proofs are becoming more common as printing technology moves toward sending files directly to platesetters and digital presses instead of outputting film negatives. Because the file used for the soft proof is created from the final files we use to output your job, the image you view on the screen is just as accurate as a hard-copy Iris

A prepress technician works on a color-match proof. The full-color proof is created by carefully lining up four layers of colored film to show how the four process printing colors (cyan, magenta, yellow and black) will print in the finished job.



proof. However, soft proofs are not recommended for color matching because screen colors do not match printed colors. When ordering a job with soft proofing, please be sure to include your e-mail address so we can contact you easily.



▲ Our digital plotter makes it easy to produce small quantities of posters and other large-format items in full color.

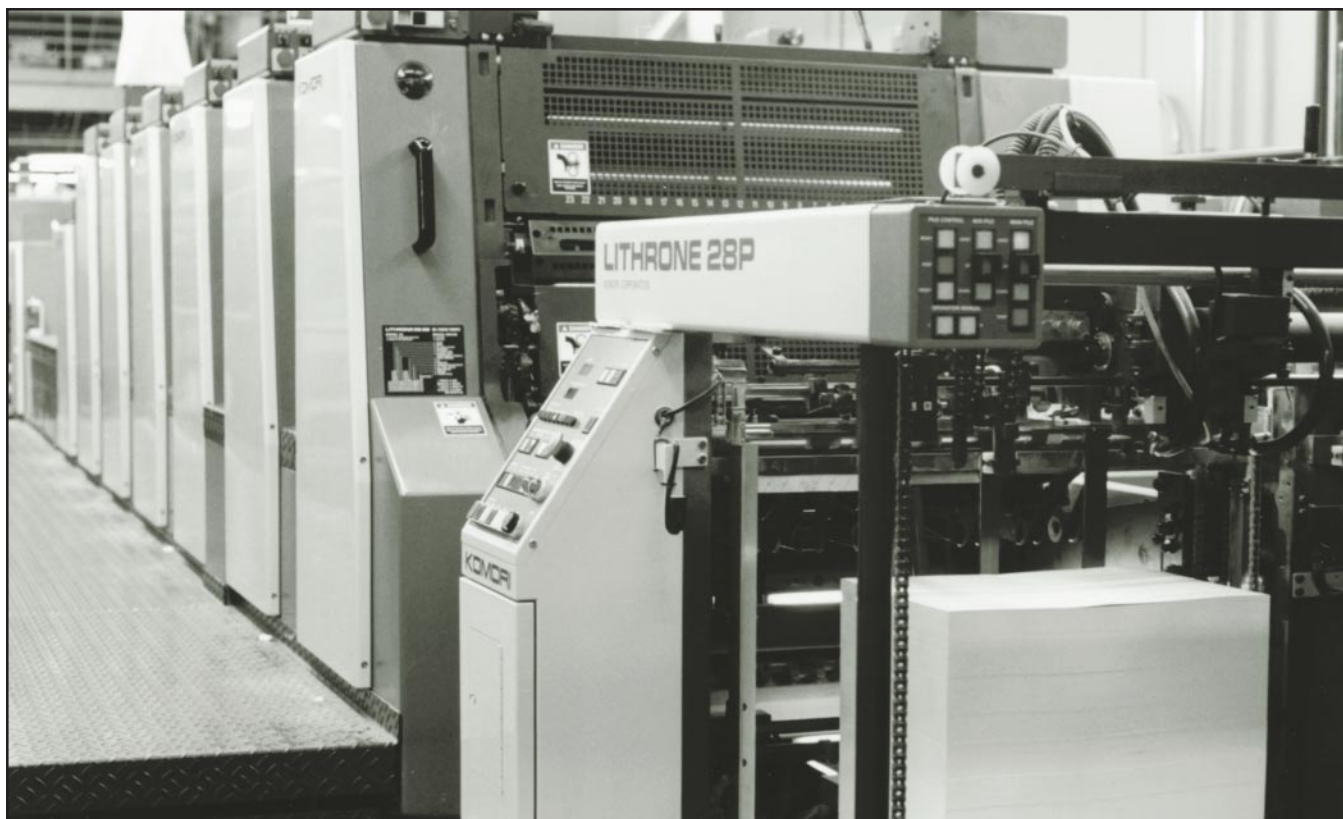
Large-format color digital prints

We also offer high-quality, large-format color prints through our Prepress Department. These prints are especially useful for posters, banners and displays where you need the impact of large, full-color documents but only need a few copies. Our high-resolution digital plotter produces items up to 50 inches wide from your electronic job files. If you wish, the finished items can be mounted or laminated for easier hanging and increased durability.

Mounting and laminating

We will be glad to mount or laminate documents for use as displays or visual aids. Depending on your needs, we will laminate your project on only one side or encapsulate it with laminate on both sides. You also have the choice of three-mil or five-mil laminate thicknesses in either gloss or matte finish. If you want the item mounted, you may request either white or black foam-core board.

When ordering laminating and mounting, please be specific about the thickness and finish of the laminate you require, as well as the color and type of mounting board you need. ⚙



Printing

THE DEPARTMENT OF PRINTING OFFERS COMPLETE PRINTING SERVICES, FROM SIMPLE ONE-COLOR letterhead to full-color educational manuals. By combining our in-house printing capabilities with those of our partners in private industry, we offer convenient, one-stop service for every type of printing imaginable at the best possible price.

Offset printing

The press area in our main plant contains a wide variety of equipment to help us meet your printing needs, including the following:

- Small two-color presses for printing paper up to 20" wide
- Two-color envelope press
- Large one, two and four-color presses for printing paper up to 40" wide
- Six-color press with aqueous coater for printing items up to 28" wide
- Two-color web press with inline folding for documents up to 17" wide.

The press selected for a particular job depends on several factors, including the number of ink colors, the print quantity and the size of the document. The Production Planning and Press areas work together to ensure that your project is printed on the equipment that provides the highest quality, fastest turnaround and lowest cost.

After your job is printed, we recycle the printing plates and store the negatives used to make the plates. Negatives are kept for approximately two years, after which time they are recycled. If you order a reprint of the job at any time during these two years, the negatives are pulled out of storage, used to produce printing plates and re-filed for another two years.

Press checks



Information

Please see [Page 95](#) for tips on how to conduct a successful press check.

Our press operators are committed to producing the highest quality documents possible. Spot checks are conducted during every press run to ensure consistent ink coverage and image quality throughout the printing process. However, sometimes jobs require the personal touch to ensure they are printed exactly as you had envisioned.

Press checks give you the opportunity to view and approve the color, ink coverage and image quality of your documents as they come off the press. This is especially useful when you need to match the color of items in a series or want to make sure the ink works well with the paper you have selected.

Because press checks require extra press time they may add to your printing costs. It is best to limit requests for press checks to four-color process jobs, documents with large areas of solid color and items that require an exact color match. If you would like a press check with your order, include a request for a press check in the "Special Instructions" section of your A21-A Printing Requisition. Approximately 24 hours

before your job is due to be printed, we will contact you to schedule a time for your press check.



▲ Our press operators continually monitor each job to ensure you receive the highest quality possible.

Print buying

Above all, the Department of Printing is committed to providing you complete, cost-effective printing services. If your job has special requirements that make it difficult for us to print it quickly or inexpensively in our pressroom, we'll work with you to find the private printer who will give you the best quality, fastest turnaround and lowest cost.

Our print buying section works closely with you during the bid process to ensure your projects are produced to your satisfaction. Print buying specialists contact qualified vendors, gather bids, award your job to the lowest bidder and follow up to see that your job is completed correctly. Because we take care of everything involved with procuring print services, you're free to concentrate on your core business processes. Plus, our buying power and printing expertise give you the peace of mind of knowing you are getting the lowest price and highest quality available.

Specialty printing

In addition to traditional printed documents, the Department of Printing provides all types of specialty printing by bidding projects to private vendors. We are careful to ensure that your bidding requirements are met, and work hard to get you the best price and the fastest turnaround time for all your special printing projects. Examples of the types of specialty printing we offer include:

- Foiling
- Engraving
- Embossing
- Plastic signs
- Labels on rolls or sheets
- Post-it® Notes
- Calendars
- Diplomas
- Certificate covers
- Vinyl banners
- Static-cling and adhesive decals
- Plastic templates

To order specialty printing, simply complete an A21-A Printing Requisition as you would for any other order. Our staff will work with you to make sure you receive exactly the right finished product.

Promotional items

You can order an amazing variety of promotional items through the Department of Printing. The following are just a few of the items available:

- Mugs, cups and sports bottles
- Buttons and enameled pins
- Magnets
- Pens and pencils
- Key chains
- Plastic, cloth or paper bags
- T-shirts and jackets
- Hats and caps
- Mouse pads and computer accessories
- Neck lanyards



We will be happy to work with you to find the right promotional item for your target audience and marketing budget. If you would like to view a catalog of available items, please contact Jerry Williams at 360-570-5042 or jerry@prt.wa.gov.

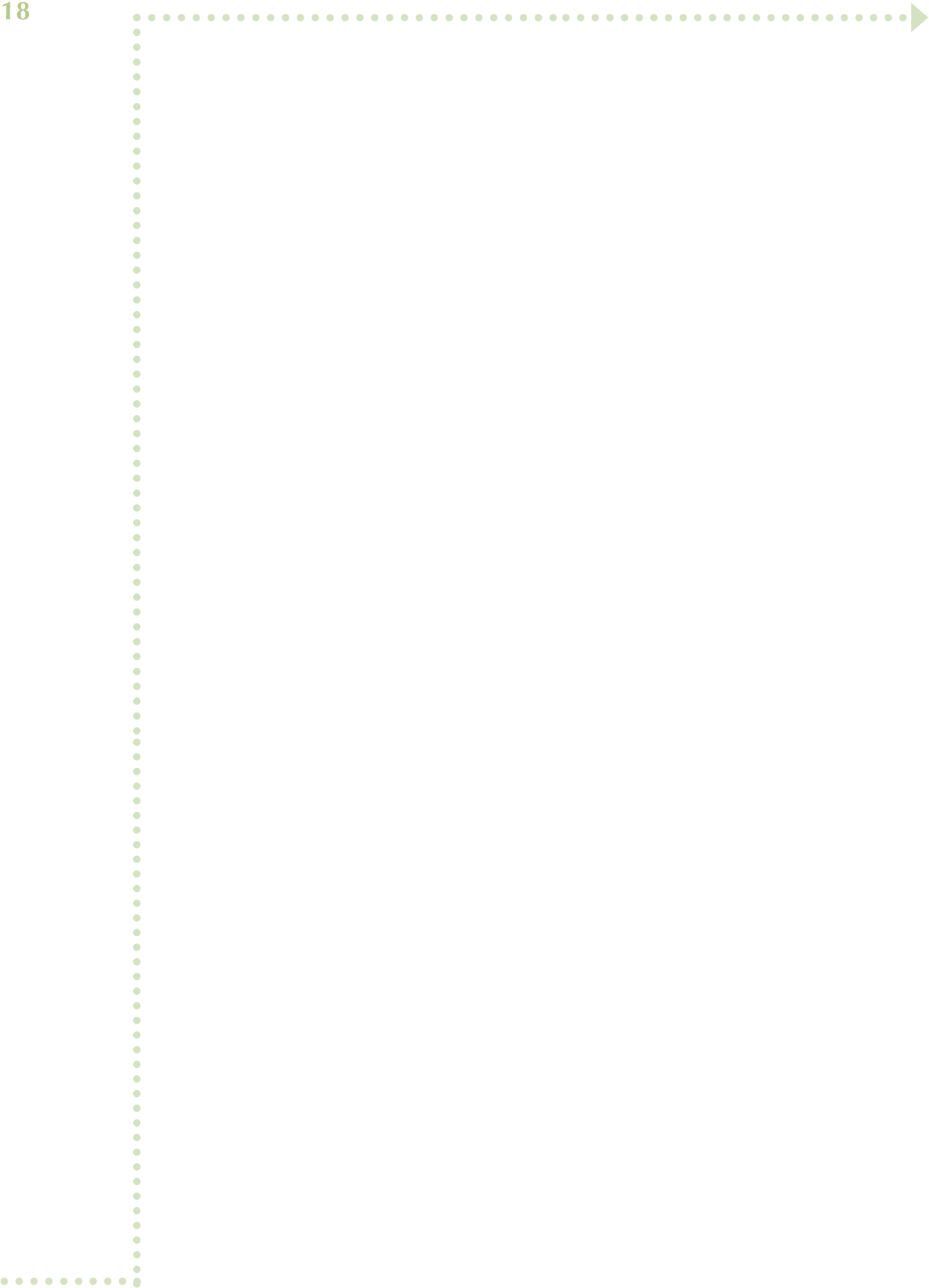
Envelopes and forms contracts

In addition to bidding individual orders as needed, we maintain contract pricing for high-use items such as envelopes and computer forms. Because the Department of Printing receives such a high volume of orders for these items, we are able to negotiate low contract pricing and pass the savings on to you. Contracts for envelopes, computer paper and forms are awarded by competitive bid on a regular basis to ensure that you receive the best price available.

You can take advantage of contract pricing for envelopes by ordering in quantities of at least 1000 and allowing for standard turnaround times. For example, the contract requires a minimum of 10 working days to deliver standard #9 and #10 mailing envelopes. Rush orders are available when necessary for an additional cost.

You can view a complete list of items, prices and turnaround times available through Department of Printing contracts by going to our website at www.prt.wa.gov and clicking on Printing > Envelopes and Forms Contracts on the Services menu. If you would like more information about our envelopes and forms contracts, please contact Jerry Williams at 360-570-5042 or Jeannie Simpson at 360-570-5041. ♦

▲ You may order a wide variety of promotional items and specialty printing through the Department of Printing.





Copy Centers

THE DEPARTMENT OF PRINTING OPERATES SEVERAL COPY CENTERS IN THURSTON COUNTY to give you the fastest turnaround and lowest cost possible for your on-demand printing needs. Copy Center service is available 24 hours a day, five days a week, with weekend service available on request. Plus, each center is equipped with digital equipment capable of producing original-quality copies from your electronic files or hard-copy originals.

Services

Our Copy Centers are capable of filling all your copying, binding and mailing needs. Depending on your needs, we will produce either black-and-white or color copies on your choice of paper stock, transparencies or tabs and bind and mail your documents to your specifications.

The following are just a few of the services available through Department of Printing Copy Centers:

- Digital black-and-white or color photocopies
- Transparencies
- Tabs
- Free inline stapling
- Inline saddlestitching and thermal binding
- Image scanning and placement
- Comb binding and thermal binding in a variety of colors
- Free pickup and delivery



Information

For more information about Copy Center locations and hours, contact your Customer Service Representative or visit the "Copy Center" section of our website at www.prt.wa.gov.

Easy ordering and delivery

Our Copy Centers are located throughout Olympia, Lacey and Tumwater to provide convenient service for all your on-demand printing needs. Simply stop by your nearest Copy Center or send us an e-mail to place an order. To order by e-mail, attach an electronic A24 request form and your job files to an e-mail message and be sure to include all special instructions.

Most jobs are completed and delivered within 24 hours. However, jobs requiring mailing or other special processing will take a few more days. We will be happy to work with you to ensure your job is delivered on or before the date you need it.

Copy Services Contract

In addition to our Copy Centers, the Department of Printing offers a cost-saving Copy Service Contract to our customers outside Thurston County. The Copy Service Contract provides complete copying and binding services at participating private printers at lower rates than those for standard commercial customers.

Who qualifies

The Department of Printing Copy Service Contract can save you money if you are:

- A Department of Printing customer.
- Located outside of Thurston County.
- Ordering jobs costing less than \$1000.

Participating printers

The Department of Printing regularly solicits bids from private printers to furnish copying and binding services through the Copy Services Contract. Currently five companies are under contract, including:

- Kinko's statewide
- RAMS in North Seattle
- Zebra Printing in Seattle, Kent and Bellevue
- Minuteman Press in Yakima
- Reprographics Northwest in Seattle, Bellevue and Tacoma

How it works

In order to take advantage of this contract, state agencies must submit an A21-A Printing Requisition authorizing monthly billing. Other governmental entities must complete an intergovernmental agreement with the Department of Printing to establish authority for usage and billing.

Since the contract is valid only for our customers outside of Thurston County, any services provided within Thurston County will be charged at normal government or commercial rates instead of the lower contract rate. In addition, the contract applies only to jobs costing less than \$1000. If you expect your order to cost over \$1000, please contact your customer service representative to discuss the fastest, most cost-effective way to produce your job.

Copy service benefits

Using your nearest Department of Printing Copy Center saves you money, especially when compared to the cost of producing documents on your laser printer or office copier. The table at left shows how much you can save simply by sending your document to a copy center for printing instead of your office printer.

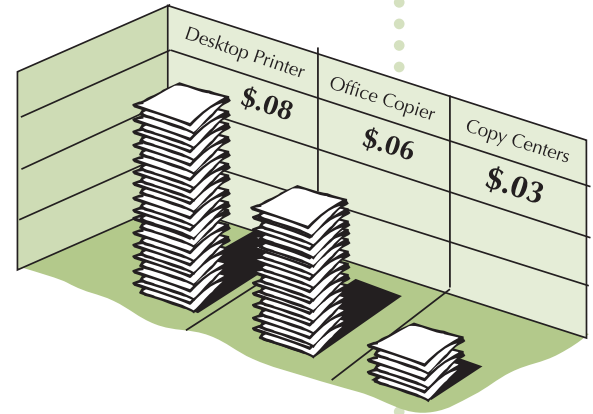
If you are outside the area served by our Copy Centers, the copy services contract can significantly reduce your copying costs. By combining the purchasing power of all our state and local government customers, the contract provides a low-cost alternative to higher priced walk-in or single-agency accounts.

Using one of our copy services also makes more efficient use of your time. Instead of standing by the copier or waiting for your printer to finish, you can send the job for output on one of our high-speed digital printers and move on to your next project.

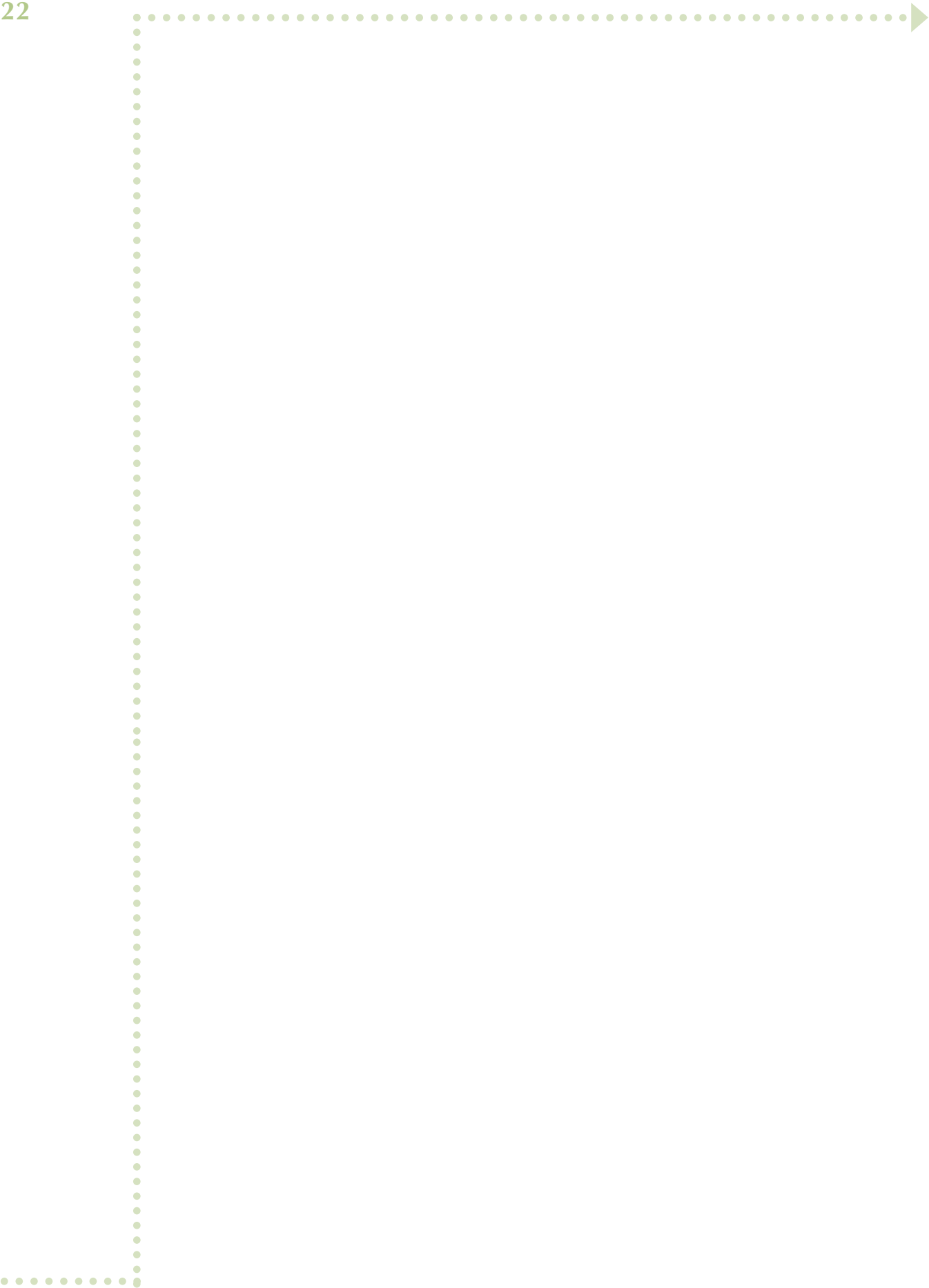
More information

Current Copy Center contact information and pricing is available by clicking on "Copy Centers" at the Department of Printing website at www.prt.wa.gov. If you would like to learn more about Copy Center services, please contact our Copy Center Manager, Bob Samuelson, at 360-280-7159 or bobs@prt.wa.gov. In addition, your customer service representative and the staff at your nearest Copy Center will be happy to answer any questions you have about your next order.

Please contact your customer service representative or call us at 360-570-5555 if you would like a current list of Copy Services Contract vendors or would like to set up a new Copy Services Contract account. ☎



▲ The average cost of a single-sided, 8 1/2"x 11" photocopy at one of our Copy Centers is half that of a copy made on your office copier.





Variable-data printing

VARIABLE-DATA PRINTING IS A DIGITAL PRINTING PROCESS THAT PLACES INFORMATION AND GRAPHICS into specified areas of a document template so each printed copy is unique and targeted at a specific individual. Variable-data printing is commonly used for items such as statements, invoices, customized letters and targeted marketing materials.

Two electronic files are necessary to produce a complete variable-data document—a page layout template and a data file. The page layout template contains areas designated as variable that will be different on every copy. When the job is printed, information from the data file is placed in the variable areas of the template to produce a series of unique documents.

Because variable-data printing relies on a steady stream of new information, it must be produced on digital printing equipment rather than traditional printing presses. The Document Center located in our main plant is capable of producing a wide variety of variable-data documents to meet your needs. Our high-speed, digital printers are able to customize graphics and text to target specific market segments, apply bar coding to track customer response rates and automate the inserting and mailing process to save you time and money as never before.

Benefits

Variable-data printing delivers specific, individualized communications to your clients, making your documents more effective and increasing response rates. It also gives you the options of barcoding each copy to track customer response so you can refine documents to produce maximum results.

**Information**

Please see [Page 97](#) for in-depth information about preparing and ordering variable-data printing.

When combined with our intelligent inserting equipment, variable-data printing greatly increases the integrity of mailings while cutting costs and turnaround times. Barcoding on each piece allows the inserter to ensure that only the information specific to the addressee is inserted in each envelope. As a result, the chances of sensitive information being mailed to the wrong recipient are greatly reduced. Plus, barcoding allows us to process your mailing much more quickly, providing faster turnaround times and lower costs.

How to begin

Extra care must be taken to plan and coordinate variable-data projects correctly. That is why it is very important to involve your customer service representative (CSR) from the very beginning. Your CSR will meet with you to discuss your goals and help you move in the right direction.

When you are ready to begin your project, complete an A21-A Printing Requisition or an A24 Copy Center Request to place your order. Be sure to include all the necessary samples and electronic files with your printing request, as well as contact information where we can reach you if we have questions. ☎



Binding and finishing

THE DEPARTMENT OF PRINTING OFFERS A WIDE VARIETY OF FINISHING OPTIONS TO MEET EVERY need. Depending on your requirements, we'll bind your documents in our extensive in-house Bindery Department or outsource it to a private vendor. Either way you know you're receiving the highest quality, fastest turnaround and lowest cost for all your binding projects.

Cutting

Using our computerized cutting equipment, we'll trim your documents to exactly the right size and ensure each sheet has a clean, square edge.

Folding

We operate a variety of folders in our bindery to provide you with crisp, accurate folding for every project. Whether you're printing roadmaps or note cards, we'll make sure you get the quality you deserve at the price you want.

Collating

Our bindery uses the latest collating equipment to assemble documents quickly and cost-effectively. A computerized collator gathers up to 30 sheets of paper into sets at speeds up to 8000 sets per hour. This equipment can also bind booklets inline with your choice of one staple in the corner, two staples on the side or saddle stitching in the fold at speeds up to 4000 booklets per hour.



Information

Please see [Page 119](#) for a list of standard folds that can save you time and money.

Manuals are shrinkwrapped for protection and easy distribution.



Numbering

If you need your forms and other documents numbered, simply specify the ink color, location and starting number on your printing requisition.

Perforating and scoring

The bindery can perforate forms and brochures to your specifications, making the perforation as fine or as heavy as you like. We'll also score your invitations, note cards and other items printed on heavy paper for smooth, sharp folds.

Drilling

We'll be happy to drill your documents to your specifications. Just let us know how many holes you need drilled, where you want the holes on the page and how large the holes should be. Commonly, $\frac{5}{16}$ " holes are used, and documents are drilled with three holes at the left, two holes at the top, one hole at the upper left or seven holes at the left.

Shrinkwrapping

Often, shrinkwrapping is the best way to prepare documents for storage and distribution. The clear packaging protects items from accidental damage and speeds inventory and shipping processing times. We will gladly package your brochures, training manuals and other items to your specifications. Simply specify the number of finished pieces you want in each shrinkwrapped package in the "Packaging" section of your A21-A Printing Requisition.

Binding

The Department of Printing offers a wide variety of finishing options through our main plant bindery and local vendors who specialize in binding of all types. Our complete bindery services include:



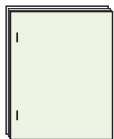
Padding

If you wish, we will transform your loose documents into pads. Pads commonly contain 50 or 100 sheets of paper, but pads of carbonless forms may include as few as 20 forms depending on the number of plies in each set. Padding is completely customized to meet your needs. You may request padding on any edge of the sheet and specify whether or not you want us to add stiff chipboard at the back.



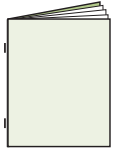
Stapling

Stapling is one of the most simple types of binding. We usually collate and staple documents in the upper left corner in a single pass through the collating machine or photocopier. Depending on your needs, your job can be stapled so it opens in portrait layout as shown, or in landscape layout with the longer dimension at the top and bottom.



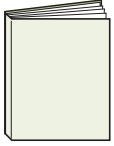
Side stitching

In this type of binding, the booklet is stapled two or more times about $\frac{1}{4}$ " from the edge of the sheet of paper. Depending on the dimensions and thickness of the book, this type of binding will be done by machine at the same time the book is collated or copied, or by hand after the job is collated. Side stitched books cannot be opened completely flat and require larger inside margins.



Saddle stitching

Saddle stitching uses a spool of wire to “staple” books through the fold with the flat edge of the staple outside the document, as in most magazines. The stitcher-trimmer in our bindery is capable of collating and binding a book with up to 120 pages plus a heavy cover. This is a fast, cost-effective way to bind small- to medium-sized books.



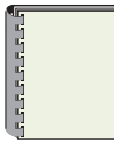
Perfect binding

Perfect binding is often the most cost-effective way of binding books over 1/8" thick. Perfect-bound books use a heavyweight, wrap-around cover glued down the spine, like telephone books. The cover is usually printed on one of our presses using your choice of inks and paper. If the book is over 1/4" thick, you may also have the title printed on the spine.



Thermal binding

Thermal bound books are created by applying a strip of colored cloth tape with heat-activated adhesive to the spine of the book. This type of binding is very economical and can often be done inline at our Copy Centers. Thermal binding is available in a variety of colors, including black, white, gray, green, blue and red.



Comb binding

This type of binding involves punching rectangular holes down the spine edge of a book and inserting a plastic comb. Combs are available in a variety of colors, with black and white combs being the best choice for fast turnaround. Combs also may be imprinted with the title of the book at an additional cost if sufficient turnaround time is allowed.



Spiral binding

A spiral bound book uses one continuous plastic or wire spiral inserted into round holes punched along the edge of the spine. Spiral binding is slightly more expensive than comb binding, but is much more durable. This binding style is recommended for instruction manuals or workbooks that must lie flat when open.

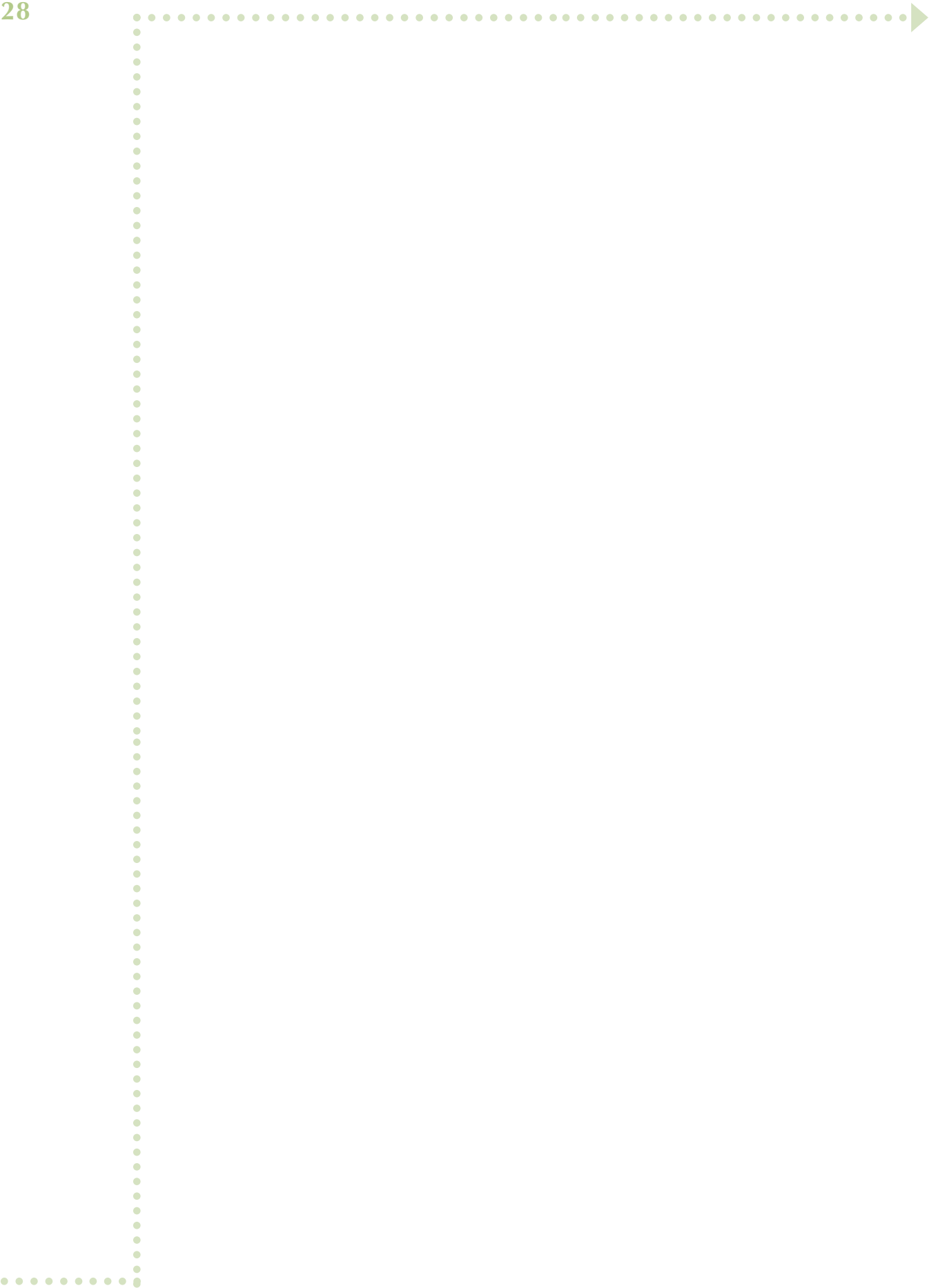


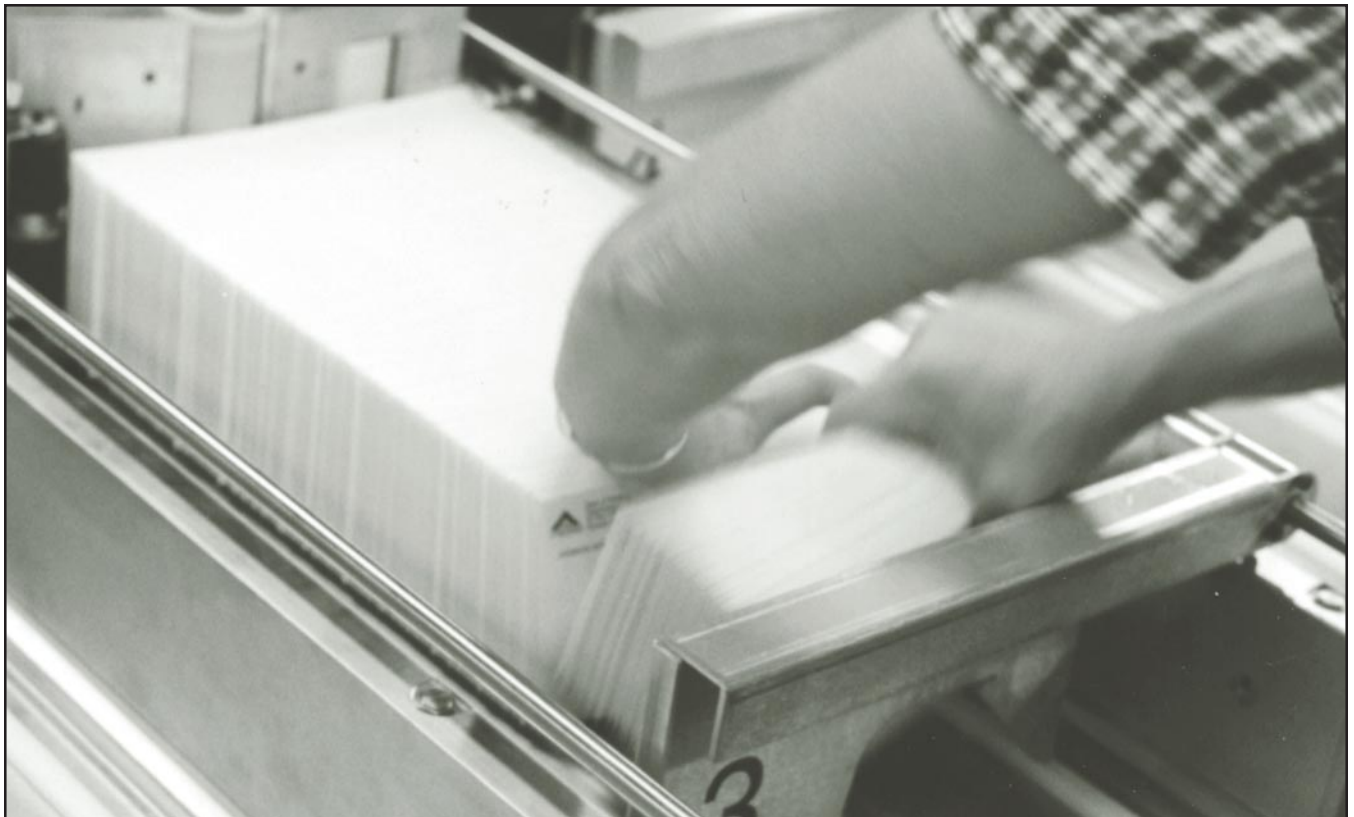
Wire-o binding

Wire-o binding is similar to spiral binding, except it uses a series of double wire loops instead of a continuous spiral. Like spiral binding, wire-o binding is available in a variety of colors, but black and white are most commonly in stock. In addition to being extremely durable, wire-o binding allows you to lay the book completely flat or even fold the pages completely around to the back.

More information

In addition to the services listed, the Department of Printing cooperates with private binderies to provide binding and finishing services such as hard-cover book binding and die cutting. For more information about how we can meet your binding needs, please contact your customer service representative. ♦





Mailing and distribution

THE DEPARTMENT OF PRINTING OFFERS COMPLETE MAILING AND DISTRIBUTION SERVICES to reduce the amount of time you spend on mailings and cut your postage and shipping costs. No matter what your needs, we'll make sure your job is delivered to the end-user quickly and accurately.

Mail data processing

We offer a wide range of mailing data cleansing services to verify addresses, eliminate duplicate entries and update addresses of customers who have moved. Our mailing data services are designed to help you manage your mail lists to cut costs and ensure that your information reaches the correct address the first time.

CASS-certified address sortation and verification

Your electronic address data is carefully sorted and verified before it is used to send out your mailing. We use special postal software certified by the US Postal Service Coding Accuracy Support System (CASS) to verify the completeness of your addresses, sort the data in zip-code order and add the barcodes needed to qualify for postage discounts. As a result, you receive the lowest postage rates available and the peace of mind of knowing your addresses are as complete and accurate as possible.

FASTforward address correction

The *FASTforward*sm system uses address-matching software and the United States Postal Service (USPS) change-of-address database to electronically update mailing lists. When people file a change-of-address card with the post office to forward their mail to a new address, the information on the card is added to a national database. The



Information

Please see [Page 99](#) for details about the best way to format, save and submit your mailing address data.

FASTforward system currently contains over 26 million of these change-of-address (COA) records, and is updated weekly to maintain accuracy.

When you submit your mailing data for updating, *FASTforward* compares the names and addresses in your files with the national COA database. Then the system provides the updated address information for all the records that contain both a matching name and old address. After the files have been corrected, they can be used for a current mailing or returned to you for future projects.



▲ **Thorough mailing data processing combined with our intelligent inserting equipment ensure your mailing is accurate, secure and cost-effective.**

FASTforward allows us to update your files electronically before we print the addresses on the mail piece. This means your mailing goes out with only the correct address printed on each piece, speeding turnaround times and creating a professional and efficient image with your customers. Plus, the system produces a corrected file with updated information so you can spend more of your time taking care of your agency's core business and less time in data entry.

In addition, *FASTforward* can reduce your mailing costs by up to nine cents per piece by meeting the post office standards for change-of-address processing required for using the First-class

Presort postage rate. *FASTforward* also reduces the amount of forwarded or returned mail, saving an average of 21 cents per piece for forwarded mail and 59 cents per piece for returned mail.

The increased accuracy *FASTforward* gives your mail lists reduces the waste and extra costs associated with non-deliverable mail. Studies show that an average of 17 percent of the population moves each year, and if your address files haven't been updated for a while it's possible that much of your bulk mail is going to go to the wrong address without your knowledge. When you've run your mail list through *FASTforward*, your mail goes to the correct place the first time, and every time in the future.

Merge Purge removal of multiple entries

Merge Purge software compares the records in your mailing address list, looking for duplicate or multiple entries. The software has built-in libraries to find duplicates using variations of the same name, transposed letters and different arrangements of the same street address. These advanced comparison methods locate more duplicate records than an ordinary database search.

In addition, Merge Purge can "household" your mailings by combining address records for several individuals living at the same address into a single entry. For example, records for John Smith, Jane Smith and Junior Smith containing the same address information become a single record for "The Smith Household."

Because Merge Purge checks your address lists for multiple entries before we print your job, you can save money on both printing and mailing. We process a sample portion of your list to see how many matches are easily found before we proceed with eliminating all duplicate entries. Then we show you the results so you can decide if you want to do a full check of the address list and actually purge the duplicate records. If you decide to go ahead with the purge, you receive a report of the records that were removed and an updated copy of your address file. After the data has been streamlined, you may choose to decrease the order quantity on your printing request to reflect the change in your mail quantity.

Reducing the number of duplicate mail pieces also improves your level of customer service. Taxpayers receiving multiple copies of the same mail piece may develop a negative impression of your organization. By sending only one item to each address

you let your customers know that you care about serving them as efficiently as possible.

Inserting into envelopes

We will be happy to insert your documents into envelopes for mailing. Our automated equipment will quickly insert up to six folded mail pieces into #9 or #10 standard mailing envelopes, seal the envelopes and apply metered postage to each mail piece. If necessary, our mailing staff will insert large or non-standard items into the appropriate type of envelope by hand.

Our intelligent inserting equipment is able to read barcodes printed on each mail piece to obtain information about the length of the document and which inserts are to be included with it. This means we can insert items with different page counts for each recipient automatically on our inserting equipment while ensuring that only the information specific to the addressee is included in each envelope. Running at speeds up to 8000 pieces per hour, automatic inserters accurately complete even the most complicated mailings faster than ever before.

Mail addressing

We review each order before the mail pieces are addressed to ensure that your job is completed as efficiently as possible. In most cases, your address data is sent to our inkjet addressing equipment after it has been processed through the mailing data center. The equipment prints the addresses and corresponding barcodes directly onto the mail piece at a rate of up to 5000 pieces per hour. In addition, we can imprint each piece with a mail permit or a line of attention-getting text to your specifications.

For small-quantity mailings, it is often more cost-effective for us to apply adhesive address labels to each mail piece by hand. If we can produce your job at a lower cost by printing labels from your address files, we will output the addresses after they have been verified and zip-code sorted in the mailing data center. If you wish, you may furnish pre-printed address labels with your mailing order, but you may need to pay a higher postage rate because we will not be able to apply barcodes directly to the mail pieces.

Packaging and shipping

We will gladly package and ship your order to your specifications. Completed jobs are usually boxed in uniform quantities unless otherwise specified. If you prefer, we will bundle or shrinkwrap the finished documents and package them in the size or weight of box you request. Please be sure to include details such as the number of items per bundle and the desired maximum box weight on your printing requisition when making special packaging requests.

No matter what your shipping and distribution needs, you can count on us to deliver your job. We operate our own trucks for fast delivery in the Thurston County area, and we can ship your order anywhere in the world using a variety of freight carriers. Depending on your needs, we will deliver your items to a single location, make drop shipments to several addresses or distribute your job through a combination of deliveries and individual mailings. If you want us to deliver to an unstaffed warehouse, please include the appropriate contact name and telephone number on your printing requisition so we can schedule a delivery time.

Our Shipping Department will gladly package and ship your job to your specifications.



Getting started

▲ If you are starting a new mail project, it's a good idea to begin by meeting with your customer service representative (CSR) to discuss your needs and establish the most cost-effective course of action. Your CSR can also help you decide the best way to package and ship your job to the end-user.

● If you would like to set up a new *FASTforward* account or receive more information about our mail data services, contact your customer service representative or call Chad Perschon at 360-570-5555. ☎



Fulfillment

FULLFILLMENT OFFERS ONE-STOP PRINTING, ASSEMBLY, WAREHOUSING, ORDER PROCESSING AND distribution to reduce your document storage and shipping costs while increasing customer satisfaction. Whether you're supplying documents to your branch offices or distributing items to the public, we have a Fulfillment solution to help you focus your resources on your core business processes.

Customized service

Fulfillment is completely customized to meet the unique requirements of each project. Whatever your requirements, we'll work with you to build the combination of services that best fills your needs. The following are just a few of the services available through Fulfillment:

- Printing and binding
- Assembly and packaging to your specifications
- Internet storefront with secure credit card payment features
- Storage and inventory tracking
- Order processing and accounting
- Shipping and mailing
- Inventory and sales reports

Internet storefront

If you choose to use Fulfillment to store and distribute materials to your customers, you may add your items to our Internet storefront, the General Store. The website provides a secure shopping environment where your customers can order



Information

Please see [Page 37](#) for more information about the fulfillment Internet storefront, General Store.

publications, videos, CD's and other finished products any time of day or night. Depending on your needs, you can offer items at no cost to the end user or sell items at a reasonable price to defray printing and distribution costs. After your items have been added to the storefront, your customers may place orders from any computer with Internet access and pay for their purchases with a credit card. By placing a link to the General Store on your agency's website, you receive all the benefits of an Internet presence without the cost of building your own online storefront.

Benefits

The combination of integrated printing, storage, order processing and distribution services offered by our Fulfillment Department provides a variety of potential benefits, including:

- Reduced printing, storage and mailing costs.
- Increased customer access to your products through a secure Internet storefront.
- Speedy shipping of materials ordered through the storefront, usually within two working days.
- Complete inventory and sales tracking.
- Decreased waste of warehoused materials.
- Enhanced ability to redirect staff time to your core business processes.
- Reclaimed storage space.

In addition to saving distribution costs, print-on-demand Fulfillment services allow you to print items in small quantities as needed instead of printing and storing large quantities in your warehouse. This can greatly reduce your storage space requirements, printing costs and waste due to outdated documents left in the warehouse.

Getting started

If you are interested in seeing how Fulfillment can help your organization, contact Jennifer Forté at 360-570-5022 or jenn@prt.wa.gov. We will meet with you to discuss your needs and create the best program for you.



Online services

THE DEPARTMENT OF PRINTING OFFERS A VARIETY OF INTERNET ORDERING SERVICES THROUGH THE “Shopping” area of our website at www.prt.wa.gov. These secure online systems allow you to do everything from ordering custom-printed stationery to purchasing finished goods offered by several Washington State agencies.

Stationery Source

Overview

Stationery Source allows you to create business cards, letterhead and other stationery items online, view an on-screen proof and submit your order from any computer at any time. The system also lets you create a customized folder structure to save document files for future reference and fast re-ordering.

The system is password protected, so you know your information is secure. Plus, your username and password are linked to your organization’s document templates, so you view only the choices that relate to you.

Stationery Source allows you to create new items using document templates or edit a previously saved file. The user-friendly interface lets you enter and edit text, including special characters such as accent marks. You may even edit the size and style of fonts to meet your needs. As you work, the system displays a proof of your document so you know what the final product will look like.

When you are satisfied with the results, you may save the document or place the item in a shopping cart for ordering. Stationery Source allows you to organize files and folders much like your PC so you can save your documents for fast access and easy re-ordering.

Stationery Source lets you create documents...

view proofs...

place orders...

DATE SUBMITTED	COST CODE	QTY	ITEM	ITEM NAME	STATUS
4/15/02 9:10:45 AM		250	State Card	Business Card	Shipped: 4/15/02 1:12:05 PM
4/15/02 2:06:32 PM	1234ABC	250	Business Card	Kellerman, Kelley	Received
4/15/02 2:06:32 PM	5678DEF	500	Business Card	Samuelson, Bob	Received

and lookup order status online.

The shopping cart screen contains areas for entering budget codes and shipping instructions for each item, as well as additional comments about your order. A simple mouse click sends the document files and order information directly to our production facility.

After your job is submitted, you will see an order summary that you may print for your records. The summary contains information about the date the order was placed, the items ordered, the quantity and the budget codes entered for each item. You also will receive an e-mail confirming receipt of the order.

Stationery Source also offers the ability to look up the status of your online stationery orders any time through the Internet. After entering the system, you may view a lookup screen that displays a list of your orders, telling you whether each order has been received, processed or shipped.

Benefits

Stationery Source saves time by eliminating the need to send your order through the typesetting and proofing process. This reduces the time it takes to deliver your completed order by as much as 67 percent. Moreover, online ordering reduces the time you spend on paperwork by eliminating the need to complete a separate printing request form for every order.

The online system also saves you money because there is no charge for typesetting the document and producing a proof. In fact, standard online business cards cost up to 75 percent less than cards ordered manually.

Getting started

If you would like more information about Stationery Source, please contact Kelley Kellerman at 360-570-5036. We will be happy to meet with you to discuss how the system can best meet your needs and to demonstrate the application.

When you are ready to begin using Stationery Source, please contact your customer service representative to request the stationery templates and passwords you want to use. We will need the following to set up your account:

- A sample of each item you will be ordering. If you use more than one format or logo in your business cards and letterhead, please furnish a sample of each format so we can create all the necessary templates.
- Electronic files of graphic elements such as logos to be included in your document templates.
- An A21-A Printing Request including a requisition number, authorizing signature and the length of time the open requisition will be valid. Specify in the title of the printing request that it is an open requisition for online ordering.
- The username and password you want to us. Please do not use proper names for your username or password.

- The e-mail address where you would like to receive order confirmations.
- Your telephone number so we can contact you if we have questions about your orders.

After we receive your samples and contact information, we will create your document templates and set up your account. A small set-up fee will be charged to cover the cost of the programming time required to create your templates.

When everything is ready, we will set up a short training session to walk you through the system and make sure that you are satisfied with how your account is set up. You will also receive a user's guide to refer to after the training is complete.

General Store

Overview

The General Store is the Internet storefront for the Department of Printing Fulfillment Program. This site allows users to order finished goods from a variety of public agencies in a secure shopping environment. The storefront works in cooperation with our Fulfillment area and print production departments to provide you with a seamless process for designing, producing and distributing your organization's materials.

The site offers a wide variety of items, including manuals, CD's, videos, forms and educational materials. While many of the products must be purchased using a credit card, many items are available at no cost to the user. When customers visit the site, they can find items by selecting an agency and viewing the categories and products offered by that agency, or by browsing through the comprehensive product list.

When the user clicks on an item, a catalog page is displayed that includes a photograph and description of the product. The catalog page also includes the cost of the product and any special packaging information. Some pages also contain a link back to the website of the agency responsible for the item so users can get more detailed information.

After the user decides on a purchase, they place the desired items into a shopping cart and enter their contact information and shipping instructions. If the items require payment, the user enters Visa or MasterCard information to complete the purchase. Customer credit card information is protected by security software as the order is processed, and we do not store any credit card data after the order is completed.

Benefits

The General Store offers you an efficient way to distribute items to your constituents worldwide without the expense of developing your own online storefront, inventory management system and accounting procedures. In addition, the site allows you to defray production costs by offering products to end users at cost.

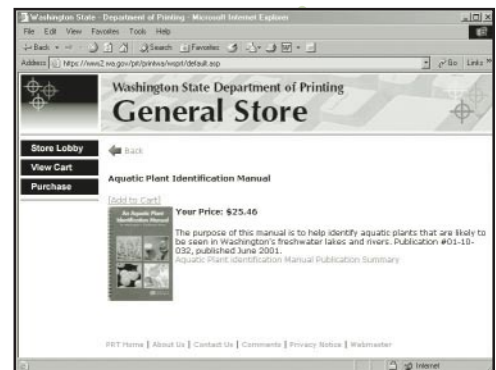
Getting started

The General Store is a part of our Fulfillment program. If you are interested in setting up a Fulfillment account to distribute your products through this online storefront, please contact Jennifer Forté at 360-570-5022 or jenn@prt.wa.gov.



Information

Please see [Page 33](#) of this guide for more information about Fulfillment at the Department of Printing.



General Store shows users a photo and description of items available...



and lets them place an order from any computer with Internet access, any time of day or night.

Envelopes Online

Overview

Envelopes Online is the fast, easy way to order contract-priced envelopes through the Internet. You may use this secure site to order both blank and custom-printed envelopes in a variety of colors and sizes.

To begin ordering, you must enter your username and password to access the storefront. Then select either blank or printed envelopes by clicking on the appropriate title at the "Catalog" page. When ordering blank envelopes, simply enter the desired quantity next to the description of the envelope you want and add the item to your shopping cart.

To order printed envelopes, select the envelope you want from a list of available sizes and formats. Then select the appropriate logo and enter the text to be printed. If you wish, you may place necessary mailing indicia and ancillary service endorsements as you build the envelope. After you have entered all the envelope information, you may enter up to three budget codes for billing.

When you have finished creating your envelope, you may view a proof to ensure all the information is correct. Then enter the desired quantity and add the item to your shopping cart. Click the "Check Out" button to complete the ordering process and submit your order.

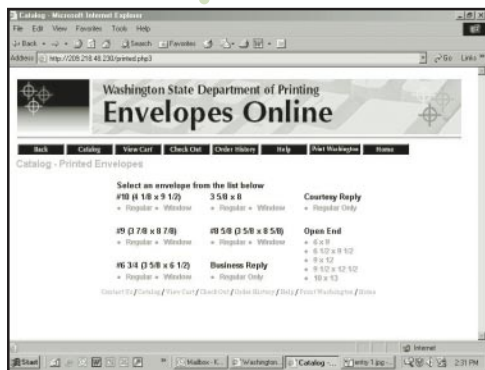
Envelopes Online also allows you to check the status of previous online orders. The "Order History" feature allows you to search for specific envelope requests and view complete order information.

Benefits

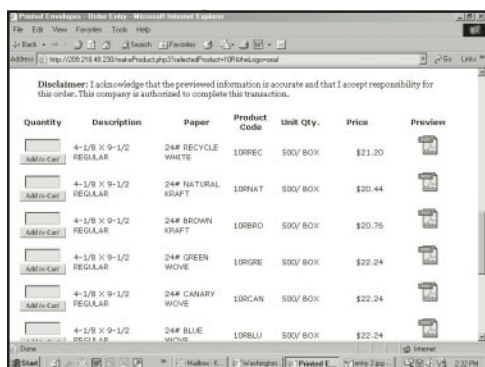
Envelopes Online saves time and improves accuracy by removing the need to typeset your order and create a printed proof. Moreover, ordering online eliminates delays caused by sending job orders and proofs through the mail.

Getting started

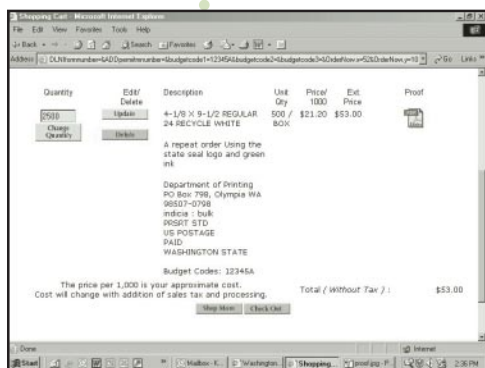
If you would like more information about Envelopes Online, or would like to set up an account, contact Jeannie Simpson at 360-570-5041 or Jerry Williams at 360-570-5042. ☎



Envelopes Online lets you build an envelope...



enter order details, view a proof...



and submit your order online.



Electronic ordering

DID YOU KNOW THAT YOU CAN ORDER FROM THE DEPARTMENT OF PRINTING WITHOUT LEAVING your desk? You can submit just about any type of printing order electronically as easily as sending an e-mail. All you need to do is fill out an electronic printing request and attach it to an e-mail with your digital files.

Electronic order forms

Electronic printing requests are available on the Department of Printing website at www.prt.wa.gov. Simply click on “Downloads” at the home page menu, select “Forms” and click on the type of form you want to use. Detailed instructions for filling out the electronic order forms are available on the website as well.

The A21-A form is best for jobs that will be printed at the main plant, including documents with large quantities or colored inks. Select the A24 form for on-demand print jobs to be produced at one of our Copy Centers. You may fill out the forms online or download a copy of the blank template for future use.

If you have questions about downloading and saving our electronic forms, contact Shannon Gaither at 360-570-5038 or shannon@prt.wa.gov. Your agency’s information technology department will also be able to help.

Order by e-mail

After you have completed the printing requisition, you may attach the electronic form to an e-mail message with your job files. To submit your order, send the e-mail and attachments to your customer service representative or any Copy Center.



WARNING

Please check with your Information Technology Department before downloading any of our electronic forms to ensure you are complying with all your agency’s internal policies.



Information

Contact your Customer Service Representative or visit the "Copy Center" section of our website at www.prt.wa.gov for a list of Copy Center e-mail addresses.

If you plan to submit a complicated job, especially one involving graphics, multiple pages or more than one color, it is a good idea to mail or drop off a hard-copy sample in addition to your electronic order so we can make sure your job is output correctly. Tell us in your e-mail message that you are sending a separate sample copy, and write the printing order number on the sample so we can match it with your job when we receive it.

Benefits

Electronic ordering works especially well for Copy Center orders. E-mailing your job to a Copy Center is almost as easy as outputting the job on your office laser printer, and our high-speed printers will produce the job much more quickly and cost-effectively. We can send your files directly from your e-mail to our digital printers so every copy is as crisp and clear as the original. Plus, you don't have to spend your valuable time waiting for your busy office printer to finish the job.

If you have any questions about electronic ordering, please contact your customer service representative. ☎



Customer education

WE OFFER PERSONALIZED CUSTOMER EDUCATION TO INTRODUCE YOU TO NEW SERVICES AND HELP you use our current services more effectively. We will be happy to come to your office to answer any questions you have about the Department of Printing and how we can meet your printing, finishing and distribution needs.

Newsletter

Washington PrintWorks is the Department of Printing bimonthly newsletter. Each issue contains service updates, handy tips and other information to help you meet your document needs quickly and easily.

Each issue of the newsletter is printed in a different paper and ink combination to give you samples and ideas for your own projects. In addition, an electronic version is available through the “Newsroom” section of our web site.

You may subscribe to either the printed or electronic version of the newsletter by contacting Kelley Kellerman in our Marketing Department at 360-570-5036 or kelley@prt.wa.gov.

Tours

We offer tours of our main plant and copy center from 8:00 a.m. to 3:00 p.m., Monday through Friday. The tours are designed not only to show you our facilities, but also to help you visualize the steps your printing project goes through in production. Tours usually take about an hour, but condensed tours are also available.

If you would like to tour our facilities, please call ahead to schedule an appointment. When calling to schedule a tour, please let us know:

- Your name, agency and telephone number or e-mail address
- The number of people attending
- Whether you would like a full tour or a condensed version
- Any special areas of interest

You will have the best experience if you limit the size of your group to no more than ten people. However, we will be happy to work with you to accommodate larger groups.

Training

The Department of Printing also offers training to help you make the most of our services. Whether you want a class for your entire staff or one-on-one instruction, we will be happy to work with you to create a customized training session that meets your needs.

For more information

If you would like a member of our customer education staff to visit you, or are interested in receiving training or scheduling a tour, please contact Kelley Kellerman at 360-570-5036 or kelley@prt.wa.gov. ☎



Planning your printing project

WE CAN SERVE YOU BETTER WHEN YOU KNOW YOUR NEEDS AND CONSTRAINTS. THAT'S WHY IT'S A good idea to take a few moments to review your requirements before you start a new printing project. The following are a few issues to consider when planning your next print job.

Budget

Do you know how much you are able to spend on the project? Rush orders, critical quality requirements and job specifications all affect how much it will cost to produce your order.

Schedule

When do you need us to deliver the finished product? The amount of time we have available to complete your project will influence the cost of the project. Be sure to include time to create the document, obtain internal approvals and review and return proofs when planning for your turnaround time.

Artwork

How are you supplying the original artwork? The turnaround time, print quality and job cost depend on whether you are supplying hard copy, electronic files or a combination of the two.

Paper

Do you know what kind of paper you want to use? The weight, color and texture of the paper you select will affect how the project is perceived and how effective the final product is. Your customer service representative will be happy to work with you



Information

Please see [Page 125](#) for tips on selecting the right paper for your project.

to select the proper paper early in the process to avoid possible delays later in production.

Ink

How many inks do you plan to use and what colors do you have in mind? The number and color of inks will determine which press we use to produce your order. The amount of ink coverage also influences production decisions and may make a difference in the cost of your order.

Proofs

Do you need to approve a proof before we print the job? By thinking about your proofing needs early in the process you can include proofing time in your turnaround considerations. Also think about whether you have any special proofing needs that may add to your costs and turnaround time, such as a color-match proof or press check.

Finishing

What binding and finishing are necessary? If your order requires special finishing like die cutting, please allow extra turnaround time.

Mailing

Does your project mail? Be sure to consider your mailing needs as you plan your project. Make sure your document will be designed to meet postal requirements, you have access to the necessary address data and you have made arrangements for paying postage costs. Mailing also affects your design options and the production timeline.

Job planning assistance

We will be happy to work with you to plan your project for maximum impact and cost-effectiveness. Please contact your customer service representative if you would like job planning assistance. ✦



Information

Please see
[Page 103](#)
for details
about
designing
cost-effective
mail pieces.



Requesting an estimate

BECAUSE WE KNOW YOU RELY ON ACCURATE ESTIMATES TO MAKE IMPORTANT BUDGET DECISIONS, we strive to provide the most reliable cost estimates possible. The precision of any printing estimate depends on the accuracy of the job specifications, so it's important your estimate request communicates your plans clearly. That is why it is a good idea to use the Department of Printing Request for Printing Estimate form when requesting an estimate. The form acts as a checklist guiding you through the specifications we need to give you timely, accurate pricing information.

Online Request for Printing Estimate form

The Request for Printing Estimate form is available at the Department of Printing website at www.prt.wa.gov. To access the form, go to the Customer Support page and click on "Online Request for Printing Estimate form." As you fill out the online form, the bottom of the screen displays helpful information on how to complete each section. When you have entered all your job specifications, one mouse click sends your request directly to our estimators. If you do not have Internet access, you may request an estimate by contacting your customer service representative or faxing your job specifications to us at 360-664-2048.

We will usually produce an estimate based on the information you give us through the online request. However, our estimators may contact you for more details if the request form is not filled out completely or the job is more complicated than usual. In addition, we may request a sample of your job to ensure we provide you with reliable pricing.

When completing the online estimate request, press the Tab key to enter information and move to the next entry field on the form. You may also move to another field by clicking in the desired entry box.

The following information provides step-by-step instructions for completing the online estimate request form. Numbers next to each step refer to the location of the information on the sample form on pages 47 and 48. If you have any questions about the form, please contact your customer service representative.

General information

1. Date

Enter today's date.

2. Date Estimate Needed

Enter the date you need to have the estimate results. If possible, please allow two working days for us to complete your estimate.

3. Agency (This is a required entry.)

Enter the name of your organization. If you work for a large agency, please tell us the name of your agency, not the name of your division or work unit.

4. Phone (This is a required entry.)

Enter your complete telephone number, including the area code.

5. FAX (This is a required entry.)

Enter your complete fax number, including the area code.

6. Requested By (This is a required entry.)

Enter your first and last name so we know whom to contact.

7. E-mail (This is a required entry.)

Enter your e-mail address.

8. Job Name or Form Title

Enter a descriptive name for your job. If the title of the job is long or complicated, enter an abbreviated name we can use when talking about the estimate.

Examples:

2002 Annual Report
Housing Assistance Brochure
Wetlands Study Report

9. Type of Job

Select the appropriate choice from the pull-down menu by clicking on the arrow at the right of the box and clicking on the desired answer. You may choose from the following categories:

New: The job has never been printed before. If you select "New" you may skip to Number 11, Number of Originals.

Revised: Previous versions of the document have been printed, and the current job contains revisions in text, page count or other specifications. If the job is revised, please provide details about the revisions you are requesting in the "Additional Information" box at the end of the estimate request form.

Repeat: The job is being reprinted exactly as it has been produced in the past.

10. Previous Job Number

If you selected Revised or Repeat in Step 9, please enter the requisition number of the previous order and the date the job was last printed. If you know the Department of

REQUEST FOR PRINTING ESTIMATE

(Click on item name for help)

*Required information

*Agency 3		*Phone 4	Date 1
<input type="text"/>		<input type="text"/>	<input type="text"/>
*Requested By 6		*Email Address 7	Date Estimate Needed 2
<input type="text"/>		<input type="text"/>	<input type="text"/>
*FAX 5	Job Name or Form Title 8		
<input type="text"/>	<input type="text"/>		<input type="text"/>
Type of Job 9	Previous Job Number 10	# Originals 11	# of Sheets 12
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
		# of Pages 13	Plus Cover 14
		<input type="text"/>	<input type="radio"/> Yes <input type="radio"/> No
Quantity 15	<input type="checkbox"/> Books <input type="checkbox"/> Sets <input type="checkbox"/> Sheets <input type="checkbox"/> Pads	Flat Size 16	Finished Size 17
<input type="text"/>		<input type="text"/>	<input type="text"/>

PAPER AND INK

Brand: 18	Ink Color(s) Side 1: 21
<input type="text"/>	<input type="text"/>
Weight: 19	Ink Color(s) Side 2: 21
<input type="text"/>	<input type="text"/>
Color: 20	
<input type="text"/>	

COVER

Brand: 22	Ink Color(s) Side 1:
<input type="text"/>	<input type="text"/>
Weight: 22	Ink Color(s) Side 2:
<input type="text"/>	<input type="text"/>
Color: 22	
<input type="text"/>	

ARTWORK

Camera Ready Art	Photographs (List Quantity)	Other:
<input type="text"/> Choose One... 23	<input type="checkbox"/> Black & White 24	<input type="text"/>
	<input type="checkbox"/> Duotone 24	<input type="text"/>
	<input type="checkbox"/> Full Color	<input type="text"/>
	Bleeds: 25 Sides	
	Solids: 26 What Size	

COMPOSITION

Requesting Agency Furnishes	If Type must be set-Describe Type style
<input type="checkbox"/> Copy <input type="checkbox"/> Camera Ready Material <input type="checkbox"/> DISK <input type="checkbox"/> Art <input type="checkbox"/> Negatives <input type="checkbox"/> 300 dpi <input type="checkbox"/> Sample <input type="checkbox"/> 600 dpi <input type="checkbox"/> Layout 28 <input type="checkbox"/> High Resolution	<input type="text"/> 29

PROOFS

Proof Required 30	Special Proofs	Other:
<input type="radio"/> Yes <input type="radio"/> No To: <input type="text"/> Phone: <input type="text"/>	<input type="checkbox"/> Laminate Color Proof <input type="checkbox"/> Press Check 31	<input type="text"/>

BINDERY

- ☐ Saddle Stitch ☐ Padded
☐ Side Stitch ☐ Folded
☐ Perfect Bind ☐ Flat
☐ Thermal Bind
☐ Comb Bind
☐ Spiral Bind

32

Details

PACKING AND SHIPPING

- ☐ String-Tie Per Bundle
☐ Shrink Wrap Per Package
☐ Box
☐ Mail
☐ Bulk Rate
☐ First Class

33

Deliver Completed Job To:

34

Packed in:

35

ADDITIONAL INFORMATION

36

All estimates are based on regular hourly rates of wages and cost of materials prevailing at the time of estimate. Proposals are only for work according to specifications contained in this estimate. Additional work done or time consumed by reason of author's alterations in copy or proofs, changes made in work materials, holding of presses and other delays caused by the customer, will be charged for at current rate.

[Print Request](#)
[Submit Request](#)

OFC 033

Questions? Please Contact: charlieb@prt.wa.gov

Printing job number for the previous order, please enter it in this area as well, separated by a comma.

11. Number of Originals

If you are requesting an estimate for a copy job, please enter the number of camera-ready originals needed for each copy of your document. For example, if your document includes one sheet of paper printed on both sides and a second sheet printed on one side, you would enter a "3" in this area.

If your order does not involve photocopying, leave this area blank and move on to Number of Sheets.

12. Number of Sheets

If you are requesting an estimate for a copy center job, enter the number of sheets of paper in each copy of your document. Also use this area to enter the number of sheets you want to include in each pad or set.

13. Number of Pages

Enter the number of pages in each copy of your document. This should be an even number because each sheet of paper contains two pages, one on the front and one on the back. The easiest way to determine your page count is to number every page of your document whether it has printing or not, excluding covers and other items printed on different paper stock. The last number is your page count.

14. Plus Cover

Check the appropriate box indicating whether or not your order includes a cover to be printed on a different paper stock than the rest of the document. If you click "Yes," please include details about the cover in the Paper and Ink section of the estimate request.

15. Quantity

Enter the number of complete copies you need in the text entry box and click in the appropriate box to the right to tell us if the quantity refers to books, sets or pads. If your project does not involve binding into books or pads or collating into sets, do not check any of the boxes to the right of the quantity box.

If necessary, you may enter more than one quantity in this area by separating each quantity with a semi-colon.

16. Flat Size

Enter the dimensions of the printed piece when it is laid flat, with the width first. The flat size of items such as single-sheet brochures is the size of the paper before it is folded. The flat size of bound booklets and newsletters is the size of the open document. For example, a book with 8½" x 11" pages has a flat size of 11" x 17". Documents that require no binding, such as business cards and letterhead, will have the same dimensions for both flat size and finished size.

17. Finished Size

Enter the dimensions of the finished document with the width first. If you are requesting an estimate for books or folded items such as brochures, the finished size is the size of the closed document.

Paper and Ink

Enter the specifications for the paper you want to use for your project in the text boxes provided. Please be as specific as possible so we can produce an accurate estimate. If you don't know the exact brand name, weight or color of the stock you

would like to use, please contact your customer service representative or call a member of our estimating staff at 360-570-5555 to discuss your needs.

18. Brand

Enter the complete name of the brand of paper you would like to use, such as Wausau Royal Fiber or Beckett Expressions.

19. Weight

Enter the basis weight of the paper, including whether the stock is bond, text or cover stock. You may use a “#” sign to indicate the weight, such as “20# bond” instead of “20-pound bond.”

20. Color

Whenever possible, please enter the specific name of the paper color you would like. We will be able to produce much more accurate estimates if you enter the exact color, such as “Carrera White,” instead of simply typing “white.”

21. Ink

Specify the Pantone number and name of each ink used in your project in the appropriate entry boxes. If you haven’t decided which inks will be used, indicate the number of colors to be used on each side of the documents, such as “black plus one color” or “three colors.” If you are requesting a four-color process printing, enter “CMYK” or “4-color process” in the ink area. Enter “color copy” in this area if you would like an estimate for full-color photocopies from our Copy Centers.

22. Cover

If you are requesting an estimate for a book using a different paper for the cover, please repeat steps 18-20 in this second set of entry boxes to indicate which stock will be used for the cover. You may compare costs between alternative paper types by including a request in the Additional Information box at the end of the estimate request along with the appropriate paper specifications.

Artwork

23. Camera Ready Art

Select the appropriate response from the pull-down menu by clicking on the arrow at the right of the box and choosing the desired answer.

Furnished: You will supply camera-ready art or electronic files of your document.

Required: Select this box if you would like us to design or typeset your order.

24. Photographs

If your document includes photographs, indicate what types are used in the project by entering a quantity next to the appropriate description. Please indicate in the Additional Information box at the end of the estimate request whether the photos will be included with your job files or if we must scan and place them in the document.

25. Bleeds

If your document contains areas where the ink goes off the edge of the paper, enter the number of sides of the paper where this occurs. For example, if you have a bar at the top of the page that extends past the left, right and top of the sheet, enter a “3” in this area. Accurate information about bleeds is vital to creating a reliable estimate because it determines the size of the press sheet and the type of press we will use to print your document.

26. Solids

Please enter approximate dimensions of areas with heavy ink coverage, or solid areas of ink. This will help us to determine the amount of ink necessary to print your job.

27. Other

Enter any other details about your artwork, for example, if you are providing negatives but need us to typeset a small text change.

Composition**28. Requesting Agency Furnishes**

Check all the appropriate boxes to indicate how you will furnish your artwork and samples. “Copy” refers to raw text that must be typeset. “Art” is camera-ready graphics that we must place in your document. “Layout” is an example showing the placement of text and graphics in the document.

29. If type must be set-Describe type style

If your order requires typesetting, please enter the font style, point size and other details about the text.

Proofs**30. Proof Required**

Please check the appropriate response telling us whether or not you would like to view a proof before we begin printing your document. Also enter the name and complete telephone number of the person we should contact when the proof is available.

31. Special Proofs

Check the box next to the type of special proof you need in addition to a standard proof. A laminate color proof is a proof created from the printing negatives so you can check the accuracy of color blends and process-build colors. A press check involves checking the job as it comes off the press. Both types of special proofs increase the cost of your print job, and may add to the turnaround time.

Bindery**32. Bindery**

Please check box next to the type of binding needed to complete your document. Also include information such as the location of binding, color of combs or spirals and requests for punching in the Details box.

Packing and Shipping**33. Packing and Shipping**

If special packaging or bundling is required, check the box next to the type of packaging you would like and enter the number of pieces per bundle or package in the appropriate area. For example, if you would like to receive your job in shrink-wrapped bundles of 50, check the box next to shrink wrap and enter “50” in the box before “per package.”

If your job mails, mark the Mail box and check either Bulk Rate or First Class. Also tell us how many pieces will mail, how you plan to furnish the addresses and other mailing details in the Additional Information section at the end of the estimate request.

34. Deliver Completed Job To:

Please provide the location or locations where you would like us to deliver the finished job.

35. Packed In:

If you have specific needs for the size or weight of the boxes we use to pack your order, please enter instructions in this area. For example, you may wish to limit the weight of each box for easier handling by office staff.

36. Additional Information

Use this area to include any information not provided in other areas of the estimate request form. You may also make special requests for estimates with alternative paper, ink or formatting in this portion of the request.

Printing a copy of your request

If you wish, you may print a copy of the estimate request for your records after you have entered all the specifications for your job. To print your estimate request:

1. Click the Print Request button. A Print dialog box will open.
2. Select the printer you want to use and click "Ok." The dialog box will close and a copy of the completed request form will be printed.

Submitting your request

When you have completed the estimate request form, click the Submit Request button to send the information to our estimators. You will receive an e-mail confirming receipt of your estimate request.

More information

If you have questions about requesting estimates from the Department of Printing, please contact Charlie Barlow at 360-570-5547 or charlieb@prt.wa.gov. ☎



Money-saving tips

THE FOLLOWING INFORMATION OFFERS SEVERAL BASIC TIPS FOR SAVING MONEY ON YOUR NEXT project. Your customer service representative will be happy to give you additional information on ways to produce your job efficiently without sacrificing usefulness or effectiveness.

Reduce the number of pages.

The number of pages significantly affects the cost of your printing project. You can save money by using the fewest pages possible. Printing on both sides of the sheet will save paper while it reduces your printing costs. Adjusting line spacing, font sizes and the number of graphics will also help you streamline your document. However, be careful not to become so concerned with limiting your page count that you forget about the end user. Saving a few dollars on printing doesn't mean very much if your customers can't use the finished item easily.

Look at your office copying and printing costs.

It's true. Your office laser printer can cost your agency up to \$.08 per page. That's more than twice as much as it would cost to print the same job at a Department of Printing Copy Center located near you. Plus, if you have ever printed a multi-page document on your laser printer you know how slow it can be. Since you have the document on your computer, why not e-mail it to your Copy Center and they will produce it faster and more cost-effectively.

With a Copy Center at your disposal, significant cost savings can be realized simply by realigning the number of copiers and printers needed to accomplish your mission. For example, one copier producing 20,000 copies per month at \$.06 per copy costs your



Information

Please see [Page 127](#) for a list of our stock ink colors and in-house papers.

organization \$1,200 per month. Copier contract costs usually do not include the paper, overhead (space) and labor time that could bring your total cost to over \$.06 per copy. Reducing the number of copiers and printers and using your copy center yields immediate, significant cost reductions, while still providing the output required by you and your employees.

Design with standard formats.

Printed products can be unique and visually interesting without relying on complicated formats or expensive materials. You can keep costs to a minimum by using standard format sizes, stock ink colors and readily available paper. Not only will using standard materials save you money, it will ensure that we can produce your job within the desired time frame. Your customer service representative will be happy to provide you with information on standard materials and formats to help avoid unnecessary costs.

Eliminate alterations after proofing.

Changes made to your order once work has begun will add to both the cost and turnaround time of the job. Double-check your printing request before submission to make sure you've specified the proper materials and that all the instructions are correct. It's a good idea to have another person in your office who is familiar with printing look over your order as well. Review proofs carefully and mark changes clearly. If an item is missed on the proof that makes it necessary to reprint the order, you will be responsible for the additional charges.

Use Department of Printing mailing services.

You can save up to 53 percent on postage for your bulk mailings by taking advantage of our mail services. Your address lists are sorted and CASS certified to receive the lowest postage rates available. We'll also process your address data to eliminate duplicates and update addresses for recipients who have moved. Our equipment will insert your mailing into envelopes automatically and imprint addresses with USPS barcodes directly onto the mail piece. Just think, not only will you reduce mailing costs, you'll also free staff time previously spent on mailings.



▲ **Scheduling for standard turnaround times saves you money by eliminating rush charges.**

Plan for sufficient turnaround time.

Shorter turnaround times almost always lead to higher printing costs because of extra expenses for overtime and rush material orders. Please allow a minimum of five working days for simple orders. If you're requesting a proof, your turnaround time begins the day you approve the proof. Add two to three days to the expected turnaround time if you would like a press check or are requesting mailing services. Please contact your customer service representative or see the notes on standard turnaround times in the Frequently Asked Questions section on page 107 for further information.

Provide the proper copy format.

Furnishing clean, properly formatted copy with your printing order helps us output your job as quickly as possible, saving you money on prepress and other preparation costs. If possible, avoid furnishing jobs in Microsoft Word and Microsoft Publisher because they require extra work in prepress before they can be output. Converting your Word and Publisher files to PDF files before submitting your order will save you time and money when your job is produced. Please contact your customer service representative if you have questions about the best format for your job copy.

Talk to our graphic designers.

Using our in-house graphic designers is more cost-effective and efficient than taking your project to a private designer. Our design services are not only offered at a lower cost than most private firms, but also eliminate the extra step of transferring your finished files to the printing plant. Because design is an integral part of the production process, your job will travel quickly and easily through printing, binding and mailing—saving you time and money every step of the way.

Use fewer ink colors.

Every color of ink you add to a document requires a separate film negative and printing plate. In addition, each color adds to the stripping time, plate burning and press make-ready labor. Making wise use of color will help you create an effective document without breaking your budget.

If you don't have the budget to print newsletters and flyers in two colors of ink, consider printing them on colored paper with one color of ink. A flyer printed in blue ink will cost only slightly more than one printed in black. In addition, using varying screen densities within your job will give the illusion of several ink colors. Black ink on the right color of paper also brings added life to any printing project without increasing production costs.

Take advantage of Fulfillment.

Our fulfillment section will gladly take care of all the printing, storage, inventory, distribution and accounting for items you send out to other locations. Switching items from your internal warehouse and distribution system to Fulfillment will reduce your costs for storage, staff time and distribution while freeing up storage space and employees. Please contact Bob Samuelson at 360-570-5022 or bobs@prt.wa.gov for more information about the savings Fulfillment can provide.

Use standard folds.

Another way to save on your printing costs is to design products using standard folds. Unusual folds require more set-up time and usually run more slowly, increasing your bindery costs.

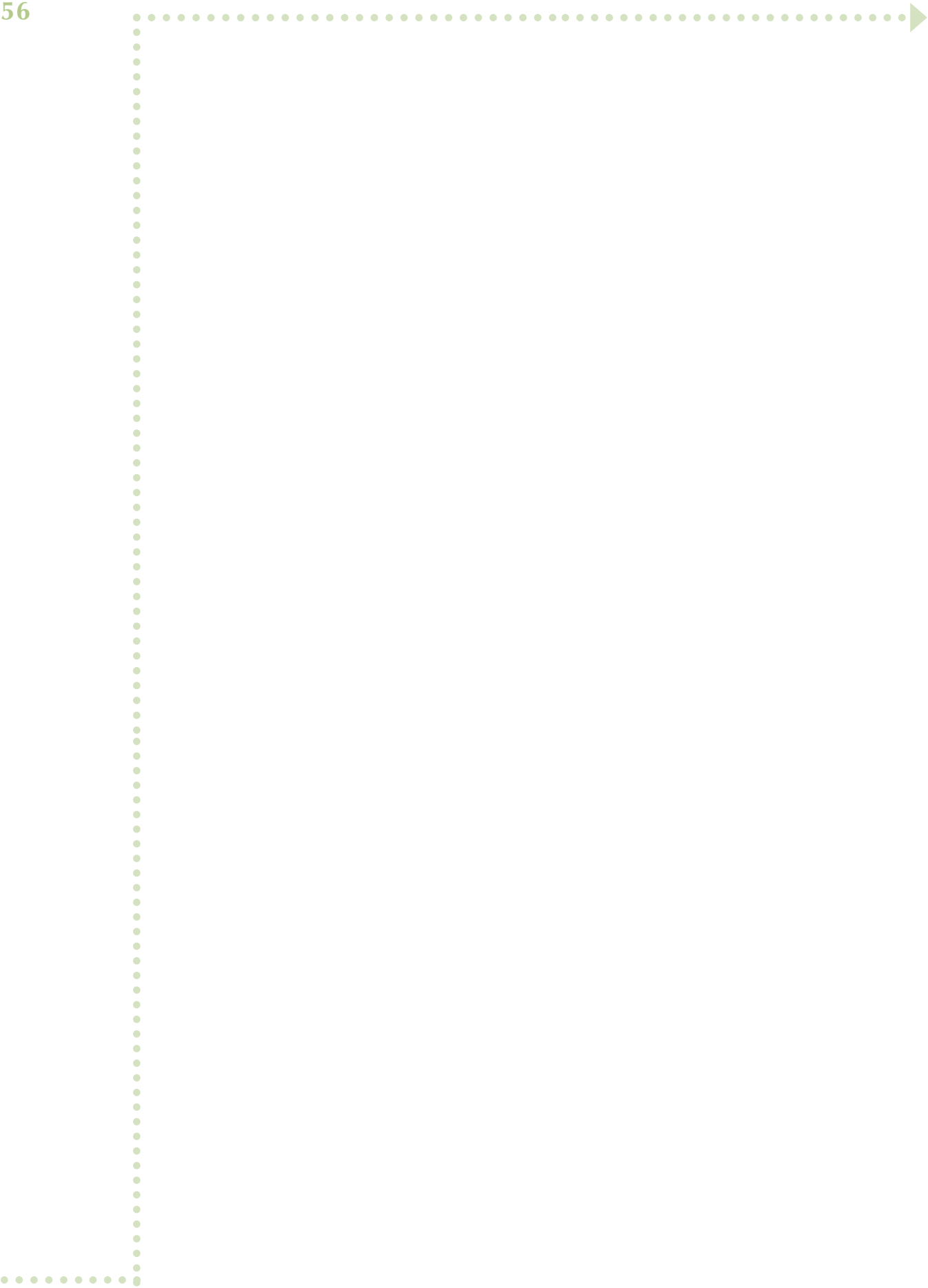
Double-check your order quantities.

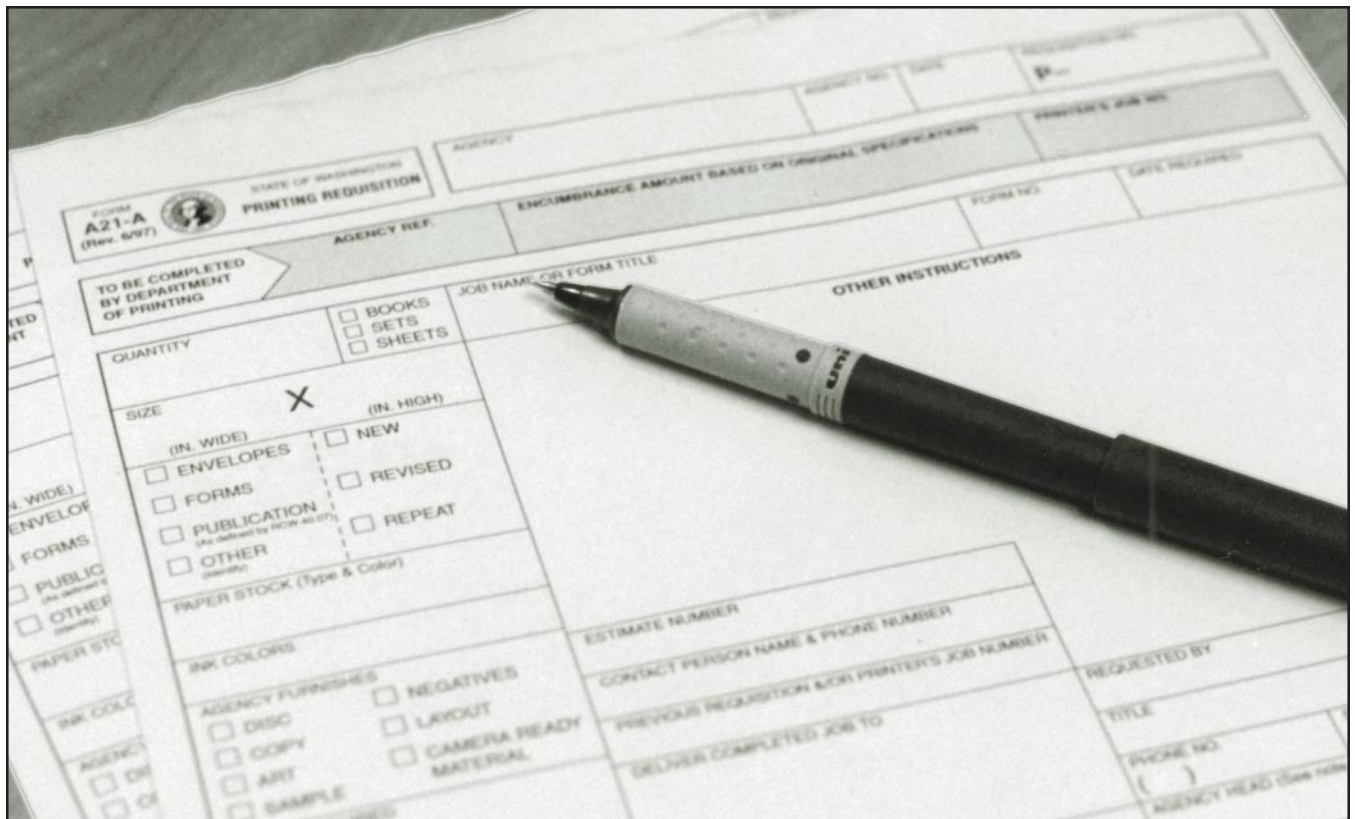
One of the easiest ways to reduce your printing budget is to eliminate the cost of reprinting small quantities of multiple-color jobs. One larger order will cost less than the total cost of several small orders because the set-up charges must be included each time a job is printed. Since the cost of burning printing plates and setting up machinery is the same whether we're printing one or a million, it's a good idea to order as many copies as can be used in a reasonable period of time when placing your printing orders. If you would like to compare the costs of different order quantities before placing a printing order, please contact your customer service representative or request an estimate online. ♦



Information

Please see [Page 119](#) for a list of the most common folding formats.





Using the A21-A Printing Requisition

THE A21-A PRINTING REQUISITION FORM IS THE PREFERRED ORDER FORM FOR MOST JOBS. THESE six-part forms are usually available through your organization's fiscal or purchasing office. Forms are also available through Washington State Central Stores or as a downloadable Word template on the Department of Printing website at www.prt.wa.gov.

You must plan your printing project thoroughly to complete the order form properly. You'll need to make decisions about size, layout, ink, paper and binding. We encourage you to work with your customer service representative when making job planning decisions.

In addition, you will need to obtain a requisition number and the proper authorizing signature before submitting the A21-A. Some agencies may require completion of an estimate or a preliminary printing request before issuing you an A21-A requisition number. Please check with your purchasing office before submitting your order to ensure all internal purchasing requirements have been met.

Downloading an electronic A21-A

If you have Microsoft Word installed on your computer, you may use an electronic version of the A21-A printing requisition. To access the form, go to the Department of Printing home page at www.prt.wa.gov and click on "Downloads." Select "Forms" from the Downloads menu and click on "A21-A Printing Requisition." A new window will open, containing a Word template of the requisition form. Then you may choose

**WARNING**

Please check with your Information Technology Department before downloading any electronic forms templates to ensure you are complying with all your agency's internal policies.

to save the blank template file for future orders or fill out the form online and save the completed requisition as a Word document.

To download a copy of the A21-A form template:

1. Open the Department of Printing home page at www.prt.wa.gov.
2. Click on "Downloads" and select "Forms" from the menu.
3. Click on "A21-A Printing Requisition." A new window will open displaying the Word file.
4. Click on the File menu and select "Save As" to open the Save As dialog box.
5. Select "Document Template (*.dot)" from the Save As Type menu. The computer will automatically select your Word Templates folder as the location where the file will be saved.
6. Click "Save." The template will now be listed as a template choice when you open a new Word document from the File menu.

To complete the A21-A online:

1. Open the Department of Printing home page at www.prt.wa.gov.
2. Click on "Downloads" and select "Forms" from the menu.
3. Click on "A21-A Printing Requisition." A new window will open displaying the A21-A in Microsoft Word.
4. Enter your order information. Type information into areas with text boxes and click on the appropriate boxes to mark them.
5. When you have finished entering your information, click on the File menu and select "Save As" to open the Save As dialog box.
6. Select the location where you want to save the file.
7. Enter a title for the file and select "Word Document (*.doc)" from the Save As Type menu.
8. Click "Save." A Word file of the completed order form is now saved to the location you specified. You may print the document or attach it to an e-mail just as you would any other Word document.

Completing the form

Whether you are completing a hard-copy or electronic template of the printing requisition, please type or neatly print your order specifications. If you need to provide long or complex instructions for your job, please attach an additional instruction sheet to the printing requisition and indicate that you've done so in the Other Instructions section of the A21-A.

The following information provides step-by-step instructions for completing the A21-A Printing Requisition. Numbers next to each step refer to the location of the information on the sample form at right. If you have any questions about the form, please contact your customer service representative.

1. Agency

Enter the title of your organization. If you work for a large agency, please enter the name of the parent agency, not the name of your division or work section.

2. Agency Number

If you are ordering for a state agency, enter the identification number assigned to your agency by the Office of Financial Management. Otherwise, enter your organization's Department of Printing account identification number.

-
-
-
-
-
-

3. Date

Enter the date the order is being submitted to the Department of Printing.

4. Requisition Number

Enter the requisition number you received from your fiscal office authorizing you to place the order. We cannot proceed with your order if you have not provided a valid requisition number.

5. Quantity

Enter the number of finished copies you want to receive and check the box next to sets, books or sheets that best describes your order. When specifying your order quantity, use the following definitions:

Sets: Documents consisting of multiple, collated sheets.

Books: Include pamphlets and other bound documents.

Sheets: Single-sheet documents such as flyers and postcards.

6. Job Name or Form Title

Enter the title of the item you are ordering. If the full name of the job is too long, you may wish to enter a shortened title. Please be sure the abbreviated title clearly describes the job you are ordering and will not be confused with other orders.

7. Form Number

If you are ordering a form, enter the descriptive form number in this area. The form number is printed in the lower left or lower right corner of most state forms. Leave this area blank if you are not ordering a form or the form does not have an identifying number.

8. Date Required

Enter the specific day, month and year when you would like us to deliver your completed order. Please do not use "ASAP" as your due date because we cannot be sure whether "as soon as possible" means you needed the job yesterday or you are willing to wait until it is convenient for us to fit the job into our production schedule.

Whenever possible, allow a reasonable period of time to complete your order. If you are requesting a proof, please include the time you'll need to review and return the proof when calculating your due date. If you request a shorter than usual turnaround time, your printing costs may increase due to extra overtime costs or the need to bid the job to outside vendors. Your customer service representative will be happy to work with you to determine the best due date for your needs and budget constraints.

9. Size

Enter the finished size of the printed piece with the width first, then the height. If you are ordering books, the finished size is the dimensions of a closed book.

10. Envelopes, Forms, Publications, Other

Check the one box that best describes the type of job you are ordering. "Publication" refers to jobs printed by state agencies intended for general distribution to the public or legislature, such as annual reports, newsletters and informational brochures.

11. New, Revised, Repeat

Check the one box that applies to the order. Mark "Repeat" only if the job is being reprinted with exactly the same text and artwork as the previous printing. If you check "Revised" or "Repeat," please enter the requisition number of the most recent order and the date the job was last printed in the Previous Requisition box.

12. Paper Stock (Type and Color)

Enter the weight, brand name and color of the paper or papers needed to produce your order. If you need more room to enter paper information, please use the “Other Instructions” section of the A21-A.

13. Ink Colors

Specify the exact ink color or colors to be used in printing your job. Please enter both the Pantone number and name of the ink, such as “Pantone 347 Green” for standard state green. If you don’t know the Pantone number of the ink you want, your customer service representative and our graphic design staff will be happy to assist you. If you expect to place printing orders often, it is a good idea to purchase a Pantone ink color guide through the Department of Printing.

14. Agency furnishes

Mark all the boxes that apply, indicating what type of materials you will provide for the production of your job. Please include any details or additional information in the “Other Instructions” area of the A21-A. The following definitions apply to choices in this section:

Disc: Electronic documents on floppy disk, Zip disk or compact disc.

Copy: Text you would like us to typeset.

Art: Original, hard-copy graphics and photographs.

Sample: Example of the finished job showing placement of text and graphics, pagination, folding, etc.

Negatives: Film negatives of the document.

Layout: Mock-up showing color separations and text and graphics placement.

Camera-ready material: Black-and-white, hard-copy originals.

15. Proof Required

If you would like to inspect a proof before we print your job, check “Yes” and include the name and telephone number of the person we should contact when the proof is ready. If you would like a color-match proof or a press check in addition to the standard proof, please include this request in the “Other Instructions” section.

16. Binding

Enter the type of binding required for your job. The following are the most common types of binding, but other options are available.

Fold: When asking for folding, please specify the type of fold and the finished size of the document. For example, a map may require an “accordian fold to 3½" x 8½".”

Staple: Refers to placing one staple in the corner of the document, usually upper left. If you require stapling in a different location, please specify the desired placement.

Side stitch: The document is stapled two or three times near the binding edge.

Saddle stitch: The book is stapled through the fold like a magazine.

Perfect bind: The spine of the book is glued to a wrap-around cover. Most paper-back books are perfect bound.

Thermal bind: A cloth strip is permanently applied to the spine with heat-activated adhesive.

17. Packaging

Enter specifications for shrinkwrapping or string-tying, making sure to include the quantity you want in each bundle. You may also use this area to request special



Information

Please see [Page 127](#) for a list of our stock ink colors and house papers.



WARNING

If you are furnishing your order as electronic job files, please give us complete imaging instructions along with your A21-A. See [page 69](#) for more information about our Imaging Instructions form.

packaging such as a specific quantity or weight per box. If you leave this area blank, our shipping area will box your order in the most efficient manner.

18. Estimate Number

If you requested an estimate before placing your order, enter the reference number of the estimate in this space.

19. Contact Person Name and Phone Number

Enter the name and telephone number of the person we should contact if we have any questions about the job.

20. Previous Requisition and/or Printer's Job Number

If you are ordering a revised or repeat order, enter the A21-A requisition number or the Department of Printing job number used for the most recent previous order.

21. Deliver Completed Job To

Enter the full address of the location where you would like us to deliver the completed job. Please include the street address, building name, building floor or wing, and room number. It is also helpful to include the name and telephone number of the person responsible for accepting the delivery. We require a street address for delivery, so please do not enter a campus mail stop or post office box in this area.

22. Requested by

Enter the first and last name of the person requesting the job, along with the appropriate job title and telephone number. Also be sure the proper authorizing signature is included in this area, as well as any secondary signatures required by your agency's internal procedures.

23. Other Instructions

Use this space to provide any instructions or details not included in other areas of the A21-A. Some examples of information placed in the Other Instructions section are:

- Contact information and delivery address where you would like us to return your artwork.
- A request for an estimate before proceeding with the order
- Mailing and distribution instructions
- A request for notification if we must bid the order to outside vendors, including cost and vendor name

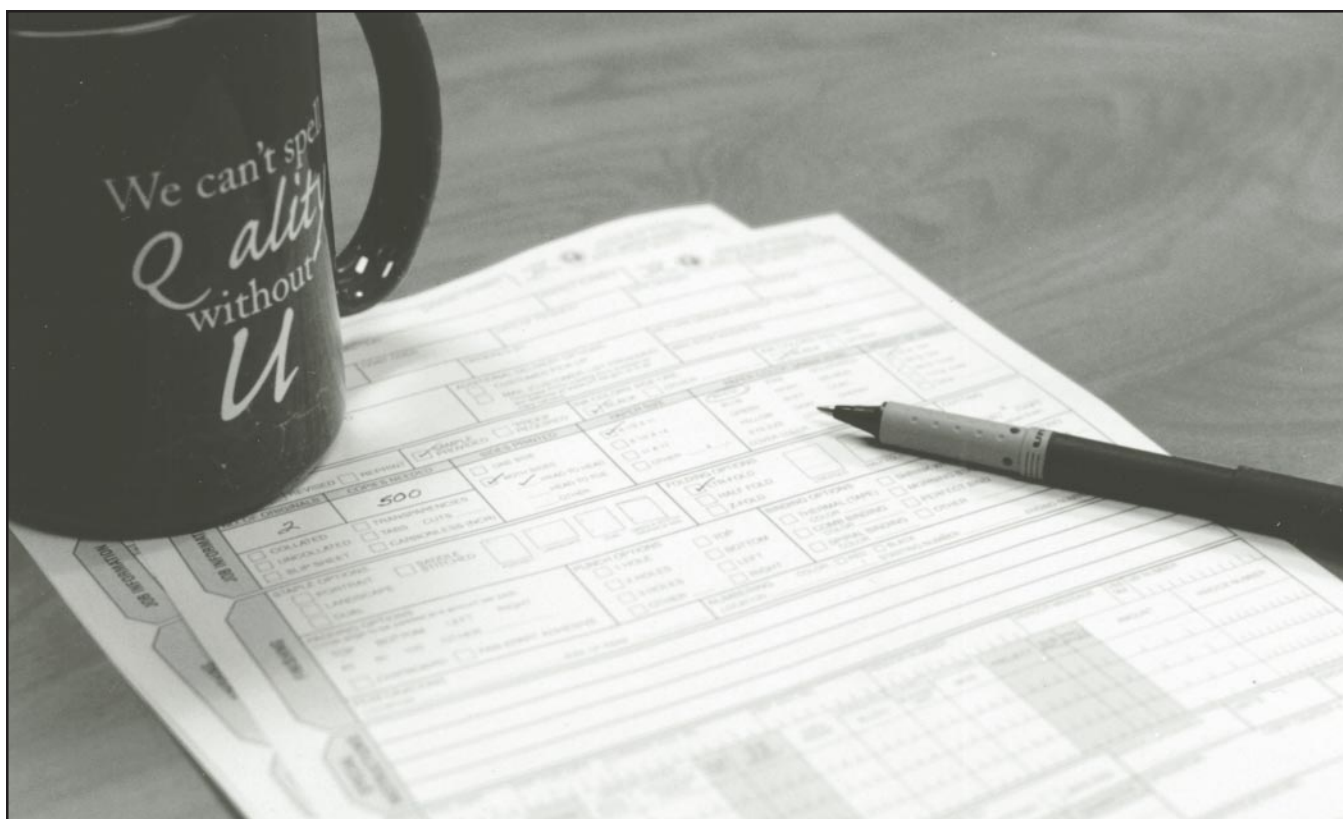
Further assistance

Please contact your customer service representative if you have any questions about completing the A21-A. We will be happy to help you place your order. ☎



WARNING

Please send a completed Variable/Mail Checklist form along with your A21-A if your job must mail. See [page 73](#) for more information about this important mailing information form.



Using the A24 Copy Center Request

THE A24 FORM IS THE FASTEST, EASIEST WAY TO PLACE YOUR SMALL-QUANTITY, FAST-TURNAROUND printing orders. The form is designed mainly for Copy Center orders, and does not require a requisition number and authorizing signature. Instead of a requisition number, the A24 form uses an identification number on each form for job tracking and invoicing.

The five-part order forms are available at any Department of Printing Copy Center or by contacting your customer service representative. To access an alternative electronic version of the A24, click on "Downloads" at the Department of Printing home page and select "Forms" from the menu. Then click on "A24" to go to the electronic form.

Completing the form

The following instructions are provided to help you complete the printed A24 Copy Center Request. Detailed instructions for the electronic version of the form are available on the Forms page of our website. If you have any questions about the A24, please contact your customer service representative or your nearest copy center.

Customer Information

This section of the A24 provides the contact information, delivery specifications and due date for your order. Please be sure to fill this section in completely so we can contact you easily if we have questions about your order.

1. Agency

Enter your organization's three-letter code, such as "PRT" for the Department of Printing. If you don't know your agency code, enter the name of your organization.

2. Division/Section

Enter the name of the section or division within your organization requesting the job.

3. Agency Number

Please enter the number code that identifies your agency, such as "130" for the Department of Printing. If you don't know your agency number, please contact your customer service representative.

4. Agency Approval

If necessary, provide an authorizing signature from a supervisor or manager. If you don't need authorization to place your order, leave this area blank.

5. Cost Code

Use this area to enter short budget codes for fast reference. If your agency requires detailed cost code information, use the AFRS Codes section at the bottom of the form.

6. Date of Request

Enter the date you are placing the order.

7. Date Needed/Time Needed

Provide the specific date and time when you want us to complete your order. Please do not enter "ASAP" in this area because we can't be sure if you want a rush due date or if it is okay to do the job when it fits easily into the production schedule. When you enter a specific due date, we can prioritize your job to make sure we meet your timeframe.

8. Print Job Title

Enter a short title for the job being printed.

9. Ordered By

Enter the full name of the person we should contact if we have any questions about the order or should notify when the job is finished.

10. Phone/Fax

Enter the complete telephone number of the person we should contact with questions or notify when the job is completed. Also enter the appropriate fax number if you want us to send you proofs or other information by fax.

11. Deliver/Ship Completed Job To

Enter the complete street address where you want us to deliver the order. Please include the street address, building name, floor, wing and room number so our drivers can deliver your job quickly. Do not use a mailstop or post office box as a delivery address.

12. Additional Delivery Options

If you want to pick up your finished order, check the "Customer Pick Up" box and be sure to provide complete contact information so we can contact you when the job is ready.

Check the "Mail" box if your job requires mailing services. When ordering jobs that mail, please include your mailing address data and a completed Variable/Mail Checklist form with your A24. If you have questions about a mailing job, please contact your customer service representative.

**Information**

Please see [Page 99-106](#) for detailed information about preparing a mailing project.

CUSTOMER INFORMATION	
AGENCY 1	DIVISION/SECTION 2
AGENCY APPROVAL 4	
COST CODE 5	DATE OF REQUEST 6
DATE NEEDED 7	
TIME NEEDED 7	
PRINT JOB TITLE 8	ORDERED BY 9
PHONE/FAX 10	
DELIVER/SHIP COMPLETED JOB TO 11	ADDITIONAL DELIVERY OPTIONS 12
RETURN ORIGINALS/PROOF* TO (NAME)	
MAILSTOP/ADDRESS 13	
<div style="font-size: small;"> <input type="checkbox"/> CUSTOMER PICK UP <input type="checkbox"/> MAIL (CUSTOMER LIST PROVIDED) <i>Complete PRTs mailing form located on our website at www.prt.wa.gov or in all copy centers.</i> </div>	
JOB INFORMATION	
JOB TYPE 14	INK COLORS SIDE ONE 16
<input type="checkbox"/> NEW <input type="checkbox"/> REVISED <input type="checkbox"/> REPRINT <input type="checkbox"/> SAMPLE PROVIDED <input type="checkbox"/> *PROOF REQUIRED	<input type="checkbox"/> BLACK <input type="checkbox"/> OTHER _____ <input type="checkbox"/> BLACK <input type="checkbox"/> OTHER _____
NO. OF ORIGINALS 17	COPIES NEEDED 18
SIDES PRINTED 20	
PAPER SIZE 21	
PAPER COLOR (please circle) 22	
WEIGHT OF PAPER 23	
<div style="font-size: small;"> <input type="checkbox"/> ONE SIDE <input type="checkbox"/> BOTH SIDES _____ HEAD TO HEAD _____ HEAD TO TOE _____ OTHER </div>	
<div style="font-size: small;"> <input type="checkbox"/> COLLATED <input type="checkbox"/> TRANSPARENCIES <input type="checkbox"/> UNCOLLATED <input type="checkbox"/> TABS - CUTS _____ <input type="checkbox"/> SLIP SHEET <input type="checkbox"/> CARBONLESS (NCR) </div>	
<div style="font-size: small;"> <input type="checkbox"/> WHITE <input type="checkbox"/> PINK <input type="checkbox"/> GOLDENROD <input type="checkbox"/> BLUE <input type="checkbox"/> IVORY <input type="checkbox"/> SALMON <input type="checkbox"/> GREEN <input type="checkbox"/> BUFF <input type="checkbox"/> LILAC <input type="checkbox"/> YELLOW <input type="checkbox"/> GRAY <input type="checkbox"/> CHERRY <input type="checkbox"/> EYE-EZE <input type="checkbox"/> OTHER _____ COVER COLOR _____ BRAND _____ </div>	
FINISHING	
STAPLE OPTIONS 24	FOLDING OPTIONS 25
<input type="checkbox"/> PORTRAIT <input type="checkbox"/> LANDSCAPE <input type="checkbox"/> DUAL <input type="checkbox"/> SADDLE STITCHED <div style="font-size: x-small;"> PORTRAIT LANDSCAPE DUAL SADDLE STITCH (stitched on fold) </div>	<input type="checkbox"/> LTR-FOLD <input type="checkbox"/> HALF FOLD <input type="checkbox"/> Z-FOLD <div style="font-size: x-small;"> LTR-FOLD HALF FOLD Z-FOLD </div>
CUTTING 26	
<div style="font-size: small;"> (width) X (height) (Finished Size) </div>	
PADDING OPTIONS 27	PUNCH OPTIONS 28
<div style="font-size: x-small;"> (Circle edge to be padded and amount per pad) TOP BOTTOM LEFT RIGHT 25 50 100 OTHER _____ <input type="checkbox"/> CHIPBOARD <input type="checkbox"/> FAN APART ADHESIVE </div>	<input type="checkbox"/> 1 HOLE <input type="checkbox"/> TOP <input type="checkbox"/> BOTTOM <input type="checkbox"/> 2 HOLES <input type="checkbox"/> LEFT <input type="checkbox"/> RIGHT <input type="checkbox"/> 3 HOLES <input type="checkbox"/> OTHER _____
BINDING OPTIONS 29	
<input type="checkbox"/> THERMAL (TAPE) COLOR _____ <input type="checkbox"/> COMB BINDING COLOR _____ <input type="checkbox"/> SPIRAL BINDING COLOR _____ <input type="checkbox"/> SHRINK WRAP <input type="checkbox"/> MORNING STAR (GLUE) <input type="checkbox"/> PERFECT BIND <input type="checkbox"/> OTHER _____	
LAMINATING 30	
SIZE _____ X _____ LAMINATE THICKNESS <input type="checkbox"/> 3 mil <input type="checkbox"/> 5 mil	
PERFORATIONS 31	NUMBERING 32
LOCATION _____ SIZE OF PERF _____	COLOR: <input type="checkbox"/> RED <input type="checkbox"/> BLACK LOCATION _____ STARTING NUMBER _____ ENDING NUMBER _____
SPECIAL INSTRUCTIONS	
33	
AFRS CODES	
DOC. DATE	PMT DUE DATE
CURRENT DOC. NO.	REF. DOC. NO.
VENDOR NUMBER	VENDOR MESSAGE
USE TAX	UBI NUMBER
REF DOC. SUF	TRANS CODE
M O D	FUND
MASTER INDEX	APPN INDEX
PROGRAM INDEX	SUB OBJ
SUB SUB OBJECT	ORG INDEX
ALLOC	WORKCLASS
COUNTY	CITY/TOWN
BUDGET UNIT	MOS
PROJECT	SUB PROJ
PROJ PHAS	AMOUNT
INVOICE NUMBER	
34	
FOR COPY CENTER USE ONLY	
FARM OUT	ROUTE PRINTED JOB TO
VENDOR NAME _____	<input type="checkbox"/> BINDERY <input type="checkbox"/> SHIPPING <input type="checkbox"/> MAILING
PAPER ORDERED _____	UNITS _____
OVERTIME _____	
ORIGINALS	X COPIES
= TOTAL PHOTOS	COST CODE
PRODUCT CODE	QUANTITY
OPERATOR _____	
COPY CENTER # _____	
DATE _____	
IDENTIFICATION NO. _____	
JOB NO.(open requisition) _____	
AGENCY REFERENCE _____	

REFER TO REVERSE SIDE FOR INSTRUCTIONS ON COMPLETING THE A24 FORM

SUBMIT FIRST FOUR COPIES TO COPY CENTER, RETAIN FIFTH COPY FOR YOUR RECORDS.

13. Return Originals/Proof To (Name)

Please enter the full name and address of the person you want us to send proofs and original artwork to.

Job Information

This section of the A24 provides the instructions we need to print your order.

14. Job Type

Please check the one box that best applies to this order. Job types are described as:

New: The job has never been submitted before.

Revised: The job has been printed previously with different text or graphics.

Reprint: The job is an exact repeat of one we have printed for you before.

15. Sample Provided/Proof Required

Check the "Sample Provided" box if you are providing a mock-up of the final job. Originals are not considered a sample.

If you would like to approve a proof of your order before we proceed with the final print run, check the "Proof Required" box. We will contact the person listed under "Return Originals/Proof to" when the proof is ready.

16. Ink Colors: Side one/Side two

Check the box or boxes describing the ink colors we should use on each side of the print job. If you would like to use spot colors, please check the "Other" box and be sure to specify the exact Pantone ink number of the color you want, such as PMS 347 Green for standard state green. If you want us to print full-color copies, check the "Other" box and write "Color Copy" or "CMYK" on the line.

17. Number of Originals

Enter the number of camera-ready originals submitted for the order. If your originals are two-sided, multiply the number of sheets by 2 to get the number of originals.

18. Copies Needed

Enter the number of finished documents to be printed. Please be sure this quantity matches the dimensions entered under "Paper Size." For example, if you want 1000 copies of a half-sheet flyer and are supplying the artwork 2-up on an 8½" x 11" sheet, you may either enter "500" under "Copies Needed" and check the "8½ x 11" box, or enter "1000" under "Copies Needed," check the "Other" box and enter 5½" x 8½" as the paper size.

19. Job details

Please check all the boxes that apply to your order. If your job contains tabs, please check the "Tabs" box and enter the number of tabs in each bank on the line after "Cuts." For example, if your job uses three sets of five tabs, write a "5" in the blank, not "15."

20. Sides Printed

Check the appropriate box. If the job is to be printed on both sides, also check the option describing how you want the copy on the back side to line up with that on the front. "Head to Head" has the top of the printed copy on the same edge of the paper on both sides so the sheet can be read by turning the paper from side to side. "Head to Toe" means the top of the copy on one side is on the same edge as the bottom of the copy on the other side so the pages are turned by flipping them up vertically.

21. Paper Size

Check the size of the finished document. If you are ordering a saddle-stitched book, select the size of the book when it is open flat. When using non-standard paper sizes, please enter the desired dimensions in the spaces given after “Other.”

22. Paper Color

Circle the color or colors of the paper you want to use for your job. If you are using a color other than those listed, circle “Other” and write the brand name and color of the paper to be used. Please enter the color and brand name of paper to be used for the cover of your document next to “Cover.”

23. Weight of Paper

Check the box or boxes that apply to your order. If your order uses more than one weight of paper, please provide details about where each weight of paper should be used in the “Special Instructions” section and clearly mark your sample.

Finishing

This area contains instructions for assembling and binding your document. If your order does not require any finishing, leave this area blank and move on to “Special Instructions.”

24. Staple Options

If you would like your document to be stapled, please check the appropriate box. The diagrams are supplied to show you how each option appears on the finished document.

25. Folding Options

Check the box describing how you want us to fold your job. If you want a different fold than those shown, please include folding instructions under “Special Instructions” and include a folding sample with your order.

26. Cutting

Enter the finished size of the item if it is to be trimmed after printing. Enter the size in inches with the width first.

27. Padding Options

Circle the location of the padding and the number of sheets you would like in each pad. Also check the “Chipboard” box if you would like a hard cardboard sheet at the back of each pad.

NOTE: Check the “Fan Apart Adhesive” box only if you are ordering a carbonless form. This type of glue only works on carbonless paper and is different from that used in padding.

28. Punch Options

Check the boxes indicating the number and location of holes to be punched in the document.

29. Binding Options

Check the box next to the type of binding you would like. If you are requesting thermal binding, comb binding or spiral binding, also enter the color of the tape, comb or spiral to be used.

30. Laminating

If you would like us to laminate the job, enter the finished size of the laminated piece and check the box indicating the desired laminate thickness.

**Information**

Please see [Page 123](#) for general information about paper, including basis weight.

**Information**

Please see [Page 26](#) for an explanation of the most common binding types.

31. Perforations

Check the box indicating the document is to be perforated and tell us the location and size of the perforation. If possible, please provide a sample as well.

32. Numbering

Check the box indicating what color you want us to use when printing sequential numbers, and tell us where you want the numbers to be placed. Also enter the starting and ending number for the print job. If possible, also provide a sample.

Special Instructions**33. Special Instructions**

Use the space to enter any details or instructions you have not supplied elsewhere on the A24.

AFRS Codes**34. AFRS Codes**

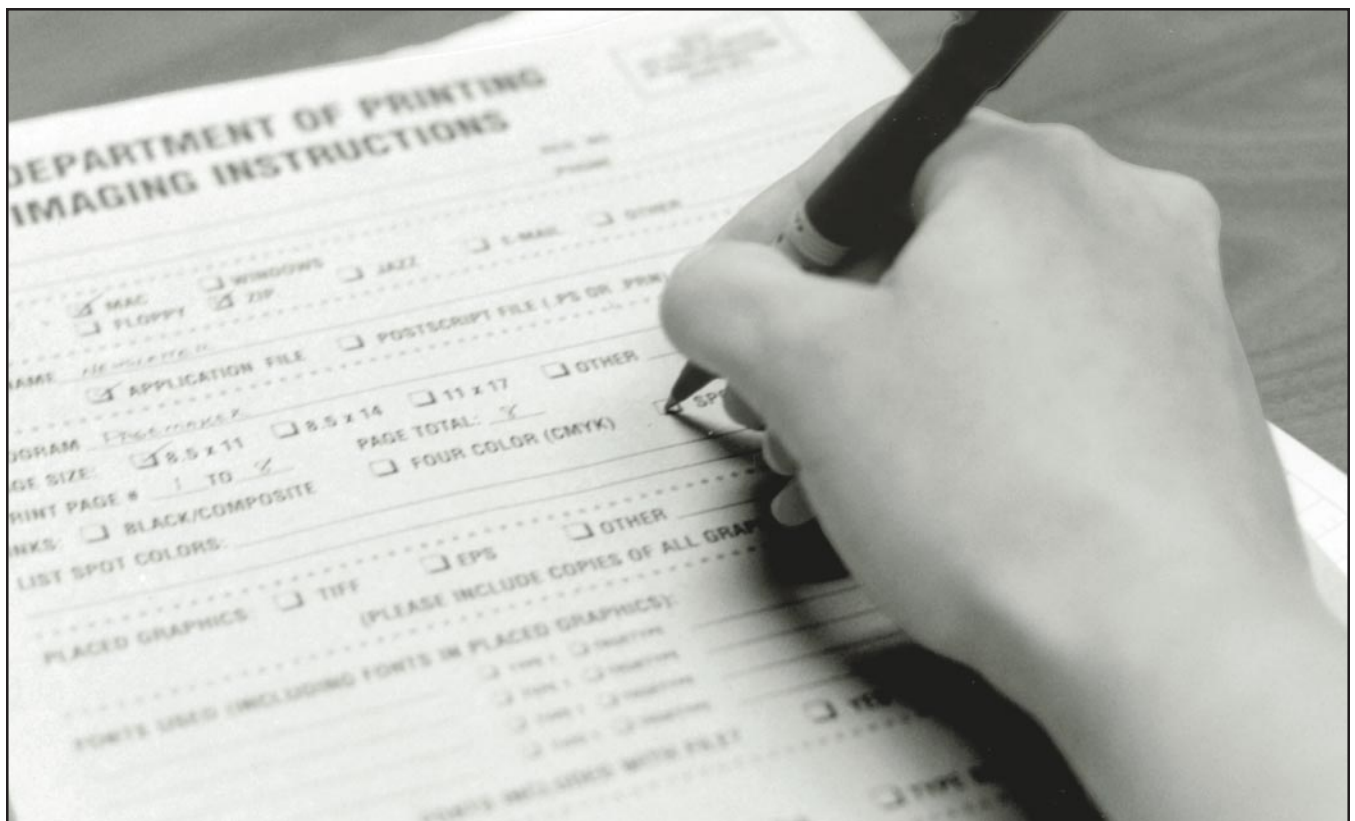
If necessary, enter detailed budget codes in this area. Please check with your purchasing or accounting department to make sure you are meeting all of your agency's internal ordering requirements when completing this section.

For Copy Center Use Only

Please leave this area blank. Our production areas use this space to record the time and materials used to produce your order.

Further assistance

Please contact your customer service representative if you have questions about completing the A24. Your local copy center operator will also be glad to help you fill out the form when placing your order. ☎



Using the Imaging Instructions Form

YOU CAN HELP US PRODUCE YOUR JOB MORE QUICKLY AND ACCURATELY BY PROVIDING COMPLETE information and instructions for outputting your electronic job files. The Department of Printing Imaging Instructions form provides a convenient way for you to supply this information, and acts as a checklist helping you make sure you've included all the necessary files.

An electronic version of the Imaging Instructions form is available on our website, and your customer service representative and our prepress department will be glad to supply you with printed forms if you prefer. To access the electronic form, click on "Downloads" at the Department of Printing home page and select "Imagesetting eForm" from the "Forms" pull-down menu.

You may fill out the form online and print a hard copy, or save the completed form for attaching to an e-mail. If you have long or complicated instructions, please attach a separate instruction sheet to a printed copy of the Imaging Instructions form.

After you have completed the form, submit it with your printing requisition, job files and a printed sample of the job. If your order is to be printed in more than one color, please include both a color-separated and composite sample of the document.

Completing the form

The following instructions refer to the numbered areas on the sample form shown on page 71. If you have any questions about the form, please contact your customer service representative or our Prepress Department at 360-570-5555.



Information

Please see [Page 81](#) for guidelines on creating and saving electronic files for printing.

1. Agency

Enter the name of your organization.

2. Req. No.

Enter the requisition number from your A21-A Printing Requisition or the identification number from your A24 Copy Center Request so we can match your files to your order.

3. Contact

Enter your full name and telephone number so we can contact you if we have any questions.

4. System

Please check the appropriate box indicating if your files were created in Mac or Windows.

5. Media

Check the box indicating what type of disk you are furnishing. If you are supplying media not listed as a choice, check the "Other" box and enter the type of media used.

6. File Name

Please tell us the title of the file or files to be used and check the box indicating whether the file is an application file, PostScript file or PDF.

7. Program/Version

Enter the name and version number of the software used to create the page layout file.

8. Page Size

Check the appropriate box to indicate the size you used when creating each page of the document. If you used a nonstandard size, please check the "Other" box and enter the page size in inches with the width first.

9. Print page #/Page Total

Please enter the first and last page numbers to be output and the total quantity of pages in your document. This helps our Prepress Department verify that we have all the necessary artwork to print your job correctly.

10. Inks

Check the box that indicates how many colors are to be used for your print job. "Black/Composite" refers to jobs printed in black or one color of ink. "Four Color (CMYK)" means four-color process printing in cyan, magenta, yellow and black, and "Spot Color" refers to all other jobs using more than one color of ink. If you check "CMYK + Spot" or "Spot Color," please enter the specific Pantone numbers of the inks to be used in the space after "List Spot Colors."

11. Placed Graphics

Please check the appropriate boxes to let the Prepress Department know if graphics are saved as TIFF, EPS or another type of file format and whether they have been embedded or linked to the page layout file.

12. Fonts Used

Enter the names of all the fonts used in the document, and check the box next to each name to indicate whether the font is Type 1 or TrueType. Be sure to include fonts used in creating graphics as well as those used for the text.

After you have entered all the font names, check the proper box to show whether or not you included copies of all the fonts with your job files.



WASHINGTON STATE DEPARTMENT OF PRINTING

NOTE:
ALL FILM IS OUTPUT
AT HIGH RESOLUTION
(2540 DPI)

AGENCY **1** _____ REQ. NO. **2** _____

CONTACT **3** _____ PHONE _____

4 SYSTEM: ☐ MAC ☐ WINDOWS

5 MEDIA: ☐ FLOPPY ☐ ZIP ☐ CD ☐ E-MAIL ☐ OTHER _____

6 FILE NAME _____

☐ APPLICATION FILE ☐ POSTSCRIPT FILE (.PS OR .PRN) ☐ PDF FILE

PROGRAM **7** _____ VERSION # _____

8 PAGE SIZE: ☐ 8.5 x 11 ☐ 8.5 x 14 ☐ 11 x 17 ☐ OTHER _____ x _____

PRINT PAGE # _____ TO _____ **9** PAGE TOTAL: _____

INKS: ☐ BLACK/COMPOSITE ☐ FOUR COLOR (CMYK) ☐ CMYK + SPOT COLOR ☐ SPOT COLOR

10 LIST SPOT COLORS: _____

PLACED GRAPHICS: ☐ TIFF ☐ EPS ☐ OTHER _____ ☐ EMBEDDED ☐ LINKED

11

(PLEASE INCLUDE COPIES OF ALL GRAPHICS USED)

FONTS USED (INCLUDING FONTS IN PLACED GRAPHICS). **12**

_____	<input type="radio"/> TYPE 1 <input type="radio"/> TRUETYPE	_____	<input type="radio"/> TYPE 1 <input type="radio"/> TRUETYPE
_____	<input type="radio"/> TYPE 1 <input type="radio"/> TRUETYPE	_____	<input type="radio"/> TYPE 1 <input type="radio"/> TRUETYPE
_____	<input type="radio"/> TYPE 1 <input type="radio"/> TRUETYPE	_____	<input type="radio"/> TYPE 1 <input type="radio"/> TRUETYPE
_____	<input type="radio"/> TYPE 1 <input type="radio"/> TRUETYPE	_____	<input type="radio"/> TYPE 1 <input type="radio"/> TRUETYPE

FONTS INCLUDED WITH FILE? ☐ YES ☐ NO

ADDITIONAL REQUIREMENTS: **13**

☐ UNION BUG ☐ RECYCLE LOGO ☐ INDICIA ☐ TYPE SET/CHANGE ☐ SCANS # _____

SPECIAL INSTRUCTIONS: _____

14

13. Additional Requirements

If you want us to add a union bug, recycle logo or mailing indicia, please check the appropriate box. Also indicate if you would like us to set any type or make changes to the furnished text. Check the "Scans" box if you want us to scan photos or other hard-copy graphics for placement, and enter the number of items to be scanned.

14. Special Instructions

Use this area to provide any additional instructions or information not included in other sections of the form. For example, you may use this section to tell us about bleeds, requirements for screen percentages, etc. Please be sure to include the full name, agency and mail stop of the person to whom we should return your disk. ✕



Using the Variable/Mail Checklist

THE VARIABLE/MAIL CHECKLIST PROVIDES US WITH THE INFORMATION AND INSTRUCTIONS WE NEED to process your variable-data printing and mailing orders quickly and accurately. By taking a few moments to fill out this simple form, you can help us meet your due dates and reduce production costs.

Variable/Mail Checklists are available from your customer service representative or as an electronic form in the Downloads section of the Department of Printing website at www.prt.wa.gov. To access the electronic form, click on "Downloads" and select "Forms" from the pull-down menu. Then click on "Variable/Mail Checklist" to open a new screen displaying the form. After you have filled out the form, you may either print a hard-copy or save a copy of the form for electronic submission.

Please send us the completed Variable/Mail Checklist with your data files and an A21-A or A24 printing request when you place your printing order. If you choose to submit your mailing information separately after submitting your printing requisition, please be sure to tell us when and how you plan to send us the address data in the "Other Instructions" section of your printing requisition and reference the printing requisition number on the Variable/Mail Checklist.

Completing the form

The following instructions refer to the sample on page 75. If you have any questions about completing the form, please contact your customer service representative.

1. A21/A24

Check the appropriate box telling us whether you are submitting an A21-A Printing Requisition or an A24 Copy Center Request. If you are ordering with an A21-A, enter the requisition number for the job and include the Department of Printing job number if possible. When ordering with an A24 form, please enter the identification number found in the lower right corner of the A24 form.

2. Job Name

Enter the title of the job to be printed and mailed.

3. Agency

Please enter the three-letter abbreviation code for your agency. If you don't know the abbreviation code, enter the name of your organization.

4. Contact Person/Phone Number/Email

Provide the name of the person we should contact if we have questions about the order and enter the telephone number and e-mail address where they can be reached.

5. Mail Date

Enter the date when you would like your job to go out in the mail, and check the box after "Required by Law?" if the date given is a legal requirement. If the date is flexible, please tell us the earliest and latest dates your job can be mailed.

6. Quantity to Print

Enter the quantity of variable-data documents you want us to print. Leave this area blank if you are only requesting mailing.

7. Quantity to Mail

Tell us how many pieces will mail. If you don't know the exact quantity, please enter a rough number and note that it is an approximate.

8. Class of Mail

Check the box next to the mail class you want to use for the job. "PRSRT STD" refers to Presort Standard (Bulk) mail. If you are unsure which mail class is most appropriate for your job, please contact your customer service representative.

9. Type of Mailer

Check the box that best describes your mail piece. If you select "Envelope/Inserts," please enter the number of inserts that go in each envelope on the line following "# of Inserts."

10. Finished Size

Please enter the dimensions of the mail piece, with the width first. If the item is folded for mailing, enter the size of the document after folding.

11. Approved Insert Samples Received

If your mailing project involves inserting items into an envelope, please include a sample showing how you want the items folded and the order in which they should be inserted. We will check this box and enter the date when we receive your insert sample.

12. Mail Panel Info

Please check the boxes next to all the items you want to include in the mail panel of your document. If you want us to use your organization's mail permit, please check "Indicia/Permit #" and enter your agency's mail permit number. Enter "PRT" on this line if you want us to add the Department of Printing indicia to your mail piece.

Please check the box and enter the type of endorsement you want to use if you need to add an ancillary service endorsement requesting forwarding or return mail service.

**Information**

Please see [Page 133](#) for a more information about ancillary service endorsements.



Washington State Dept of Printing
VARIABLE/MAIL CHECKLIST
FORM TO ACCOMPANY ANY PRINT REQUEST

- 1 ☐ A21 Req # _____ and Job# _____ or ☐ A24 # _____
 Job Name 2 _____ Agency 3 _____
 4 Contact Person _____ Phone Number _____ Email _____

Mailing Info:

- 5 Mail Date ____/____/____ ☐ No Sooner Than ____/____/____ ☐ No Later Than ____/____/____
Required by Law? ☐
☐ Quantity to print 6 _____ ☐ Quantity to mail 7 _____
 8 **Class of Mail:** ☐ 1st Class ☐ PreSorted 1st Class ☐ PRSRT STD ☐ Other _____
 9 **Type of Mailer** ☐ Self Mailer ☐ Post Card ☐ Booklet ☐ Envelope/Inserts # of Inserts _____
 10 **Finished Size** ____ x ____ 11 ☐ Approved Insert Samples Received ____/____/____

Mail Panel Info: 12

- ☐ Logo ☐ Return address ☐ Indicia/Permit # _____ ☐ Ancillary Endorsement? _____

Envelope Info:

- 13 ☐ Envelope Size _____ Qty _____ ☐ Regular or ☐ Window
 14 ☐ BRM Envelope? Size _____ Qty _____ ☐ BRM design from USPS?

- 15 ☐ Foreign Languages? ☐ Indicate language names and quantity to mail

QTY	LANGUAGE	QTY	LANGUAGE	QTY	LANGUAGE	QTY	LANGUAGE	QTY	LANGUAGE

Data and Variable Info

- 16 **Data** Test Data to arrive ____/____/____ Live Data to arrive ____/____/____ ☐ Media _____
 17 **Variable Forms:** ☐ PDF, ☐ Camera Ready, ☐ Electronic Copy Source Application _____
 Variable forms to arrive by ____/____/____
 18 ☐ **Over Time charges are authorized if Data or Forms are received Late**
 19 ☐ Sample forms with data placement; corresponding field names; and data format to arrive ____/____/____

Special Handling/Comments 20 _____

**Information**

Please see [pages 131-134](#) for more information about mail indicia and ancillary service endorsements.

**WARNING**

You must have a completed set of *FASTforward* Acknowledgment Forms on file with our Mailing Department before we proceed with a request for *FASTforward* processing. These forms must be completed every year to comply with USPS requirements. Please contact your customer service representative to ask for a set of forms.

13. Envelope Size

If your mailing is to be inserted into envelopes, check the box and tell us what size envelope will be used. You may either enter the name of the envelope, such as #10, or the envelope dimensions. Also tell us how many envelopes you will furnish and check the box telling us whether they have an address window or not.

14. BRM Envelope

Check the box if your mailing will use a Business Reply Mail envelope. Please tell us the size of the envelopes to be used and how many will be furnished. If we must print the envelopes, please check the box telling us you have obtained the proper Business Reply artwork and barcodes from the post office.

15. Foreign Languages

Check the box if you want us to print your variable-data document in languages other than English. Also tell us the languages to be used and how many copies of each language to print.

16. Data

Please tell us when we can expect the data for your variable-data or mailing job, and what kind of media (floppy, CD, etc.) you will use to send the information to us.

17. Variable Forms

Check the appropriate box telling us how you plan to furnish the copy for printing your variable-data form and enter the date when we will receive it. If you are providing an electronic copy other than a PDF file, please tell us what software was used to create the form in the line following "Source Application."

18. Overtime charges

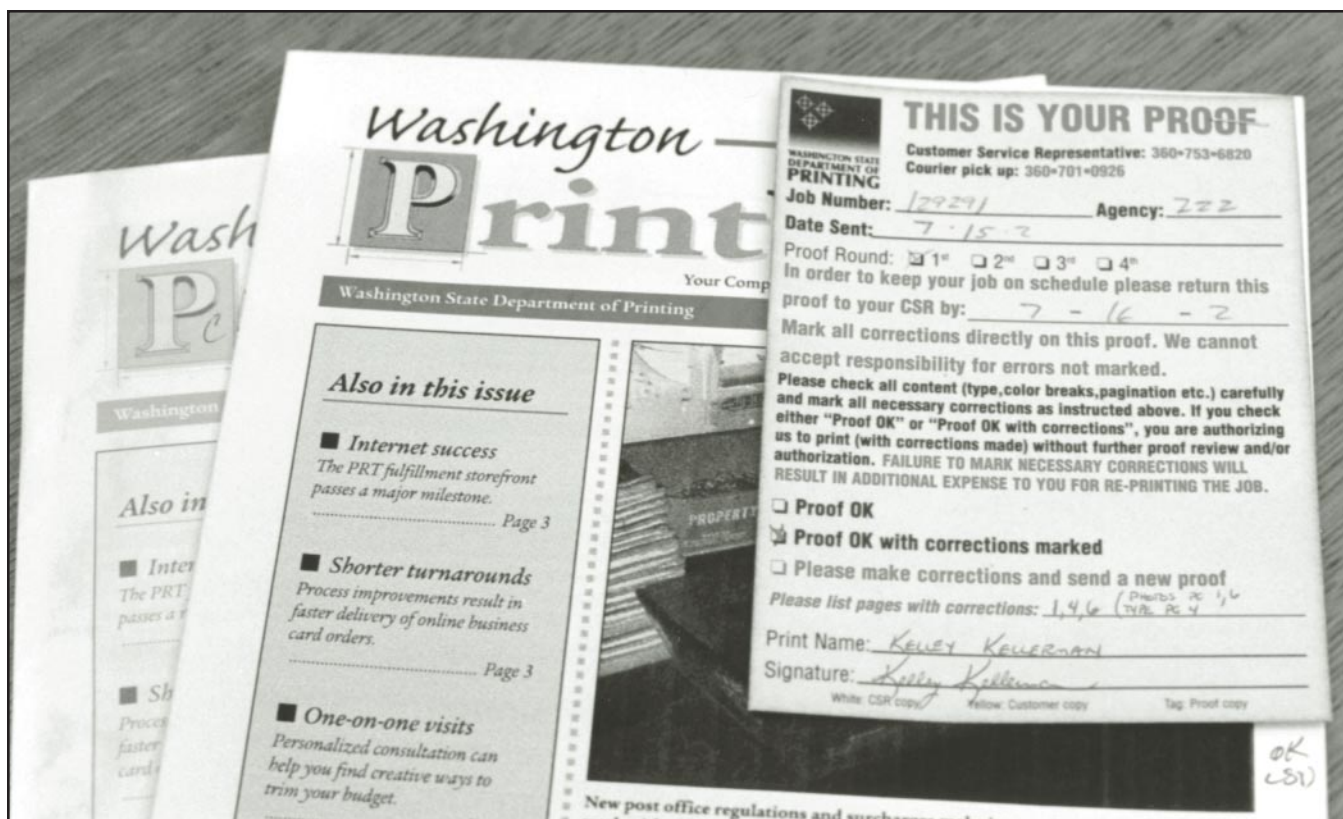
Please check this box to authorize overtime charges in case your address list, variable data or forms arrive after the date you specified in the "Data" area of the form.

19. Sample forms

Please enter the date when we can expect to receive a sample of your variable-data form indicating where we should place each data field.

20. Special Handling/Comments

Use this area to provide any special instructions or comments not included in other parts of the form, including requests for mail data cleansing services such as *FASTforward* and Merge Purge. ✎



Using the Proof Approval Tag

WHEN CHECKING AND APPROVING A PROOF, CLEAR COMMUNICATION IS VITAL TO ENSURE YOUR needs are clearly understood by our prepress staff. The three-part form that accompanies your proof is designed to provide you with job information, proofing instructions and a place to request any changes you need us to make. Please be sure to read the instructions on the tag before checking your proof, and complete and sign the form before returning the proof to us.

The proof tag lets us know what changes you want us to make and whether or not you need additional proofs before we produce your job. We can't move forward with your project until we receive your signature on the proof tag authorizing us to proceed.

Completing the card

The proof tag is a simple form, requiring just a few moments to fill out and sign. The following instructions are provided to point out important features and guide you through the process. The numbers before each section refer to the sample on page 78.

1. Contact Information

If you have questions about your proof, call your customer service representative at the telephone number given. If you would like us to pick up your completed proof, call the number for courier pick-up.



THIS IS YOUR PROOF

Customer Service Representative: 360-570-5555

Courier pick up: 360-701-0926

1

2

Job Number: _____ **Agency:** _____

Date Sent: _____

3

Proof Round: ☐ 1st ☐ 2nd ☐ 3rd ☐ 4th

4

In order to keep your job on schedule please return this proof to your CSR by: _____

Mark all corrections directly on this proof. We cannot accept responsibility for errors not marked.

Please check all content (type, color breaks, pagination etc.) carefully and mark all necessary corrections as instructed above. If you check either "Proof OK" or "Proof OK with corrections", you are authorizing us to print (with corrections made) without further proof review and/or authorization. FAILURE TO MARK NECESSARY CORRECTIONS WILL RESULT IN ADDITIONAL EXPENSE TO YOU FOR RE-PRINTING THE JOB.

☐ **Proof OK**

☐ **Proof OK with corrections marked**

☐ **Please make corrections and send a new proof**

Please list pages with corrections: _____

8

Print Name: _____

9

Signature: _____

10

White: CSR copy

Yellow: Customer copy

Tag: Proof copy

2. Job Number/Agency

We will write your job number and agency code in this space. Please reference this number when calling with questions to help us serve you quickly.

3. Date Sent

We will fill in the date we sent you the proof.

4. Proof Round

We will check the appropriate box to indicate how many proofs have been sent on this job. This section is used to keep track of changes made through the proofing process and ensure the correct version of the document goes to press.

5. Return date

In order to keep your job on schedule, be sure to return your proof by the date indicated in this area. If we receive your proof after the given date, we may not be able to complete your project on schedule without additional rush charges.

6. Proof instructions

This area contains instructions for proofing your job as well as a description of your rights and responsibilities as a customer. Please read this information carefully. It explains how to mark your proof and what your signature authorizes us to do. This industry-standard information is comparable to that provided by most private printers.

7. Proof Approval

Please check only one of the three choices given.

Proof OK: Tells us that everything on the proof is correct and you authorize us to print the job as is.

Proof OK with corrections marked: Tells us that we may print the job after making all the changes you have marked on the proof. This choice authorizes us to produce your job without sending you an additional proof.

Please make corrections and send a new proof: Asks us to make the marked corrections and send you a new proof for approval before we proceed with your job.

8. List pages with corrections

Please write the page numbers where you have marked corrections on the proof. This helps us locate your notes quickly and ensures that no revisions are missed.

9. Print Name

Please print your first and last name on this line.

10. Signature

Sign your name here to authorize us to move forward with your job, whether we are printing the project or simply making corrections and creating another proof.

Returning your proof

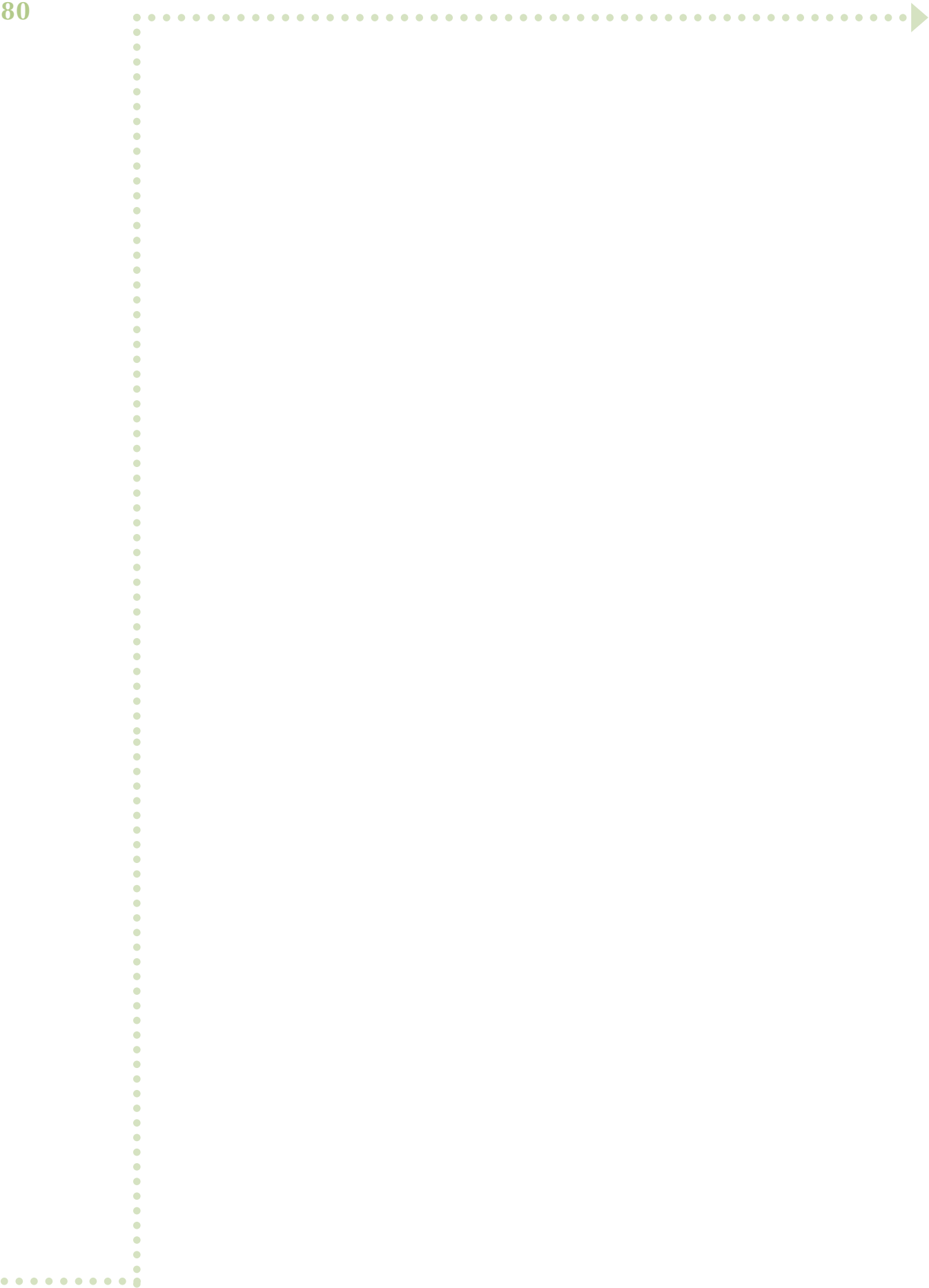
After you have completed and signed the proof tag, you may keep the yellow copy for your records. Your customer service representative will keep the top, white copy with the rest of your job records, and the bottom copy will remain with the proof as it travels through the production process.

You may return the proof by mailing it back to us, dropping it off at our main plant or calling the courier pick-up number on the tag to request that we pick up the proof at your office. If you have any questions about completing your proof, please contact your customer service representative. ☎



Information

Please see [Page 93](#) for more tips on checking a proof.





Preparing electronic job files

SINCE YOU CREATE YOUR DOCUMENTS ON A COMPUTER, IT MAKES SENSE THAT THE EASIEST WAY TO maintain image quality and reduce production time is to send us your copy electronically. Documents printed from digital files can be positioned on a press sheet, color corrected and output as a proof much more cost-effectively than jobs provided as hard-copy originals. Digital files also produce higher quality images because we can output them directly to film. This eliminates extra steps that can degrade print resolution much like taking a copy of a photocopy decreases the quality.

The following are some tips for creating and submitting electronic job files for printing.

Software

The Department of Printing supports a wide variety of desktop publishing software for both Mac and Windows. For best results create your document using one of the following applications:

Page Layout: Quark Xpress, Adobe PageMaker, Adobe InDesign, Macromedia Freehand

Drawing: Macromedia Freehand, Adobe Illustrator

Photo Editing: Adobe Photoshop

If you do not have access to these types of software, you may want to consider having our Design Services Department create your job files.

If necessary, we can work with files created in CorelDraw, Microsoft Word, PowerPoint and Publisher, but we may have difficulty outputting your files correctly. Because business software such as Word, PowerPoint and Publisher are not designed

to work with imagesetting and prepress software, they require more processing time and may result in unexpected printing outcomes.

Creating documents

Even if you use the best software available, the way you create your documents will affect our ability to produce your jobs accurately and cost-effectively. The following are a few tips for creating document files for faster, more accurate output.

Use only one category of font per document.

There are basically two broad categories of fonts, TrueType and PostScript Type 1. While we prefer Type 1 fonts, which were created specifically for commercial typesetting and printing, we can process either type of font successfully as long as you use only one type in your document. If you mix TrueType and Type 1 fonts, your job will take longer to output, and may not print at all, because conflicts between TrueType and PostScript fonts can cause type reflow and font substitutions.

There are several ways to find out if the fonts you are using are TrueType or PostScript Type 1. The easiest way is to use font management software that allows you to view all the details about your fonts quickly and easily. However, if you don't have font management software, you can still check your font types by looking in the Font folder of your computer.

Checking font type in Windows:

1. Click on the Start button at the lower left corner of the screen and choose "Settings."
2. Click on "Control Panel" and select "Fonts" from the Settings menu.
3. When the Fonts window opens, go to the View menu and select "Details." TrueType fonts are listed with ".ttf" following the font name.

Checking font type on a Mac:

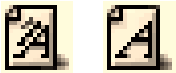
1. Open the Macintosh HD window and click on the arrow to the left of the Systems folder to display the list of files in the folder.
2. Click on the arrow next to Fonts to display the font list.
3. Open the desired font suitcase by double-clicking the name of the font. You will be able to tell whether a font is TrueType or Type 1 by the icon next to the name of the font.

Use the correct page size and margins.

Set your document page size and margins to the dimensions you need for the final printed piece. For example, if you want to create a book with 7" x 9" pages, set up your pages to print at that size instead of setting up 8½" x 11" pages and asking us to reduce them to fit. When you set up documents using a different page size, it may not be exactly proportional to the size you need. As a result, the reduced copy may have extra white space at the top or sides of the page, and your job will be delayed as we take extra time to set up your job for output.

Avoid excessive sizing and rotating of graphics in your page layout program.

Every time you change the size of a placed image or rotate it on the page, the size of your document file grows. The more you change images in the page layout program, the longer the job will take to process and the more expensive it will be. For best results, create images to the final size and rotation you need in your photo editing or illustration software before you place the image in a document.



▲ On a Mac, icons tell what type of font you are using. The icon on the left is for a TrueType font, the one on the right is for a Type 1 font.

Avoid nesting EPS files.

Nesting occurs when you place an Encapsulated PostScript (EPS) file within another EPS file, such as placing a logo in a clipart image. Nesting slows down the output process and increases the chances we will not be able to print the image correctly. To avoid nesting, use Copy and Paste when adding an element to an image instead of placing a linked file in the graphic. Check your images for nesting issues before submitting your file by printing a sample of your document. If a graphic doesn't print correctly on your printer, it won't output properly in our Prepress Department.

Convert images to CMYK.

Most digital photographs and clipart are created in RGB format, which combines red, green and blue light to create colors on the computer screen. However, printers use the pigment primaries of Cyan (blue), Magenta, Yellow and Black (CMYK) to produce full-color images. Because RGB and CMYK create colors differently, it is difficult to produce accurate printed color from RGB graphics. Because RGB images require extra processing time to convert them to CMYK, they also add to your turnaround time and costs.

Avoid upsampling your images.

When you scan a photo, the scanner digitizes the image into a series of pixels, or dots. The higher the number of pixels per square inch, the better the image resolution and the clearer the picture. As a general rule, a scanned image needs a resolution of at least 300 dots per inch (dpi) at the size you want to use when printing.

Upsampling happens when your photo editing software adds pixels to the scanned image in order to reach the size or resolution you request. Most upsampling occurs because the photo editing software has resampled the image in order to meet demands for resolution and image size beyond the ability of the original scan. In Photoshop, the Image Size dialog box contains a "Resample Image" check box. When you check this box, you may enter any width, height or resolution you want and the software will add pixels anywhere it can to meet your demands. This usually leads to fuzzy images because the software doesn't always calculate where to place the new pixels correctly.

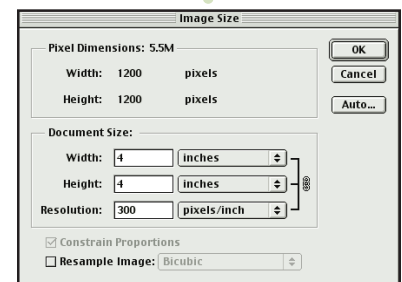
To maintain crisp, clear images, do not check the "Resample Image" box. When the box isn't checked, the software locks the resolution, width and height together so entering a number in any of these areas will change the other two numbers proportionally. If the resolution of the image is over 300 dpi after you enter the size you want, that's okay. It is better to have too much resolution than too little. However, if the resolution falls too low as you adjust the image size, it is better to use a smaller size or re-scan the photo at a higher resolution than to resample the image in your photo editing software.

Put your pages in the right sequence.

When creating multi-page documents, place pages in consecutive order, as they will appear when you read the book. We will impose the pages of your book in the proper position on the press sheet when we prepare your order for printing. If you have already placed the pages in "printer spreads" for placement on a press sheet, there may be delays and extra costs as we make corrections to the imposition.

Use exactly the same name for spot colors in all your job files.

If you are creating a multi-color document with images from a photo editing or drawing program placed in a page layout file, be sure to use exactly the same name for spot colors in all software applications. If the name varies even a little, the



▲
Leave the
"Resample
Image" box in
the Image Size
area of
Photoshop
unchecked to
avoid fuzzy
images
resulting from
upsampling.

imagesetting equipment will think the name variation is a new color and place all text and graphics with the different name on a separate piece of printing film.

Avoid low-resolution images from the Internet.

Computer-based images are created with a resolution of 72 dots per inch (dpi) because that is all the resolution needed to look good on a monitor. However most printed images are produced at 300-1200 dpi. When you place a 72 dpi image from the Internet in a document for printing, the results will be blurry and pixilated. Be sure your images are at least 300 dpi when they are the size you want to use in your document.

Convert type to paths in EPS files.

Fonts used in creating EPS graphics files often lead to difficulty when outputting the document. You can eliminate this problem by converting all type used in creating graphics files to drawing paths so the font is no longer an issue.

Saving job files

It is important that you save your files properly so we can quickly access the document. For best results, save all your document files, including linked graphics and copies of fonts, in the same folder. You may supply your electronic files on just about any kind of media, including

- CD-ROM
- Floppy disk
- 100- or 250-MB Zip disk
- E-mail to your customer service representative

Be sure to preflight your saved files before submitting them to ensure you have included all necessary files, fonts and links.

Submitting your order

When you are ready to submit your order, please provide the following:

- Document files, including page layout, fonts, graphics and links
- Printing requisition
- Imagesetting instructions
- Full-size printed sample

It is important that you provide as much information as possible about your job files and how you expect your job to look. The Department of Printing offers an Imaging Instructions form to help you provide all the necessary information and instructions.

When everything is ready, you may submit your order by e-mailing it to your customer service representative, dropping off your job files and paperwork at our main plant or taking your job materials to the nearest Department of Printing Copy Center. If you would like guidance on the best way to place your order, contact your customer service representative. ☎



Information

Please see
[Page 89](#)
for tips on
preflighting.



Information

Please see
[Page 69](#)
for more
information
about the
Imaging
Instructions
form.



Creating and using PDF files

UNLESS YOU ARE USING PROFESSIONAL PAGE LAYOUT SOFTWARE TO CREATE YOUR DOCUMENTS, it's a good idea to convert your job files to Adobe Portable Document Format (PDF) before submitting them for printing. Text created with word processing software and graphs made in spreadsheet programs may produce unexpected results when output with software designed for high-quality print production. PDF captures the original look and feel of your documents so they look exactly as you expected, no matter where they are printed.

What is PDF?

PDF is a platform-independent file format that allows information to be shared, viewed and printed by anyone with Adobe Acrobat Reader. PDF locks in all the fonts, graphics and formatting of your document, creating a stable file that can easily be transferred and printed on a variety of output devices. This avoids issues of text re-flow and missing fonts that often occur in jobs created with business software, reducing the amount of time needed to correctly output your job and saving you money.

Creating PDF files

In order to convert your files to PDF, you must have access to a computer with Adobe Acrobat. If Acrobat is not installed on any of the computers in your office, you may save your job as a PostScript file and ask us to distill the file to PDF for you. The following instructions are general guidelines for creating PDF files in some of the most common business software.

**WARNING**

Many files convert to PDF just fine when saved from the original business software. However, there are times when the fonts and graphics cannot be embedded properly. Microsoft charts and graphs are especially prone to difficulty. Be sure to carefully check the completed PDF file to ensure it has been converted successfully.

To create a PDF file in Word:

1. Open the document.
2. Click the Create Adobe PDF button on the toolbar or choose File > Create Adobe PDF to open the PDFMaker dialog box. *(These options will only appear if Adobe Acrobat is installed on your computer.)*
3. Check “Use Acrobat Distiller” and select “Press Optimized” under General settings.
4. Click the Create button at the bottom left of the Acrobat PDFMaker dialog box.

To create a PDF file in Excel or PowerPoint:

1. Open the document.
2. Click the Create Adobe PDF button on the toolbar or choose “Create Adobe PDF” from the File menu to open the Save PDF File As dialog box.
3. Select the location where you want to save the new PDF file.
4. Enter a filename for your PDF and make sure that “PDF files (*.PDF)” is selected under file type.
5. Click “Save.” The PDF file is created and then opened in Acrobat Reader so you can view the results.

To create a PDF file in Publisher:

1. Open the document.
2. Click on the File menu and select “Print.”
3. In the Print dialog box, choose Acrobat Distiller from the Printer Name menu.
4. Click “OK.” The Print dialog box will close and the Save File As dialog box will be displayed.
5. Select a location where you want to save the new PDF file.
6. Enter a filename for the PDF and make sure “PDF files (*.PDF)” is selected under file type.
7. Click “Save.” The PDF file is created and then opened in Acrobat Reader so you can view the results.

It is a good idea to check your new PDF by viewing it in Acrobat Reader. Page through the file to make sure all the pages look the way you want, and print a hard copy from the PDF to make sure it prints correctly.

Optimum Distiller settings

Acrobat Distiller can create PDF files in a variety of ways, depending on the settings you have established. Acrobat settings can be adjusted to create more compact files for faster transfer or to enhance image quality according to the needs of the job. While optimum settings will vary from job to job, the following settings are a good place to start when setting up Acrobat Distiller 4.0. Once you have completed setting up Distiller, the options you select will be used every time you create a PDF file.

To change your settings, open Acrobat Distiller and select Job Options. Then select the following options:

General Tab:

- Set Resolution to 2400 dpi. This setting helps reduce banding in graduated screens and blends when the file is output.

Font Tab:

- Check “Embed all Fonts” to ensure that the page will print with the correct fonts.
- Do not check “Subset Embedded Fonts.” Subsetting makes it impossible for us to edit typographical errors and may even prevent the file from printing.

**Job option
settings in
Acrobat
Distiller.**

Compression Tab:

For best results in creating PDF files for printing, do not check any of the boxes on the Compression tab.

If you are using the PDF for online viewing or need to reduce the file size for e-mailing, use the following settings:

- Click the Resampling boxes, select Bicubic from the menu and enter a resolution of 200-300 dpi.
- Set Compression to Automatic
- Set Quality to High or Maximum
- For monochrome images, select CCITT Group 4 at 1200 dpi.

Color Tab:

- Select “Leave Color Unchanged” so the file will use our color management features when it is output.
- Check all four choices under Options.

Advanced Tab:

- Check “Use Prologue.ps and Epilogue.ps” to ensure that spot colors output correctly.
- Check “Allow PostScript file to Override Job Options”. This prevents Distiller from changing the formatting of your PostScript files when they are converted to PDF. This is especially useful when working with files with page sizes other than 8½" x 11".

What if I don't have Adobe Acrobat?

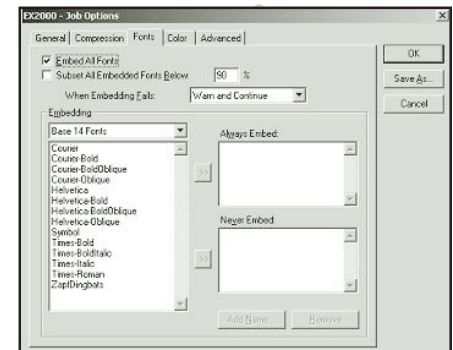
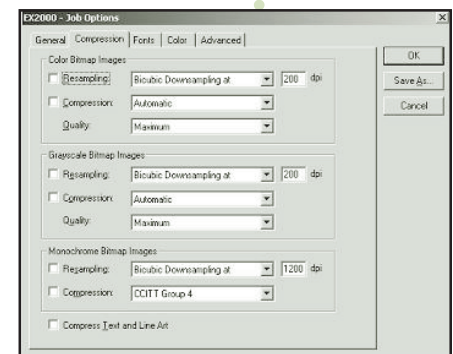
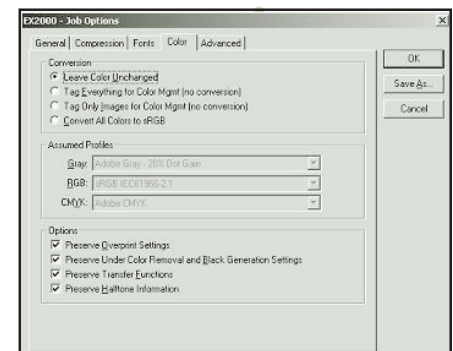
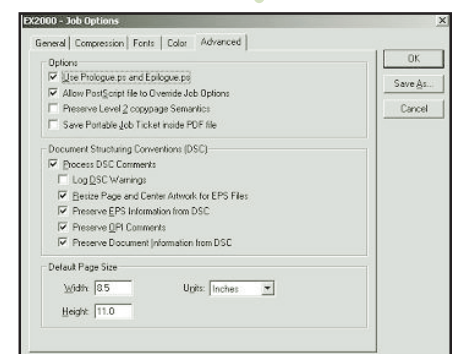
If you don't have access to Adobe Acrobat, saving your documents as PostScript files is an excellent alternative. Saving your files in PostScript printer language locks in fonts and formatting much like a PDF file. However, PostScript files can only be used for printing, and cannot be opened and viewed on your computer like PDF files.

PostScript and printer drivers

Saving your documents as PostScript files is as easy as printing your document on your local printer. Like printers, PostScript files require the correct printer driver software in order to re-create your document correctly. You can download the appropriate printer driver from the Department of Printing website at www.prt.wa.gov by clicking on Downloads > Printer Drivers and following the instructions accompanying each driver.

Please check with your Information Technology staff before downloading and installing printer drivers to ensure you are complying with your organization's internal policies.

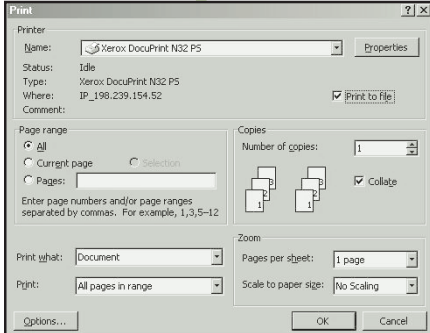
After you have installed the appropriate printer driver, add it to your list of printers by clicking on the Start button and selecting Settings > Printers. Click on “Add a Printer,”

**Fonts****Compression****Color****Advanced**

and follow the instructions given in the wizard. When you are done, the new printer driver will appear as a choice under Printer Name in the Print dialog box.

Creating a PostScript file

The procedure for creating a PostScript file may vary a little depending on the type of software you are using, but the following general steps apply in most cases.



1. Open the document.
2. Click on the File menu and select "Print."
3. Select the appropriate printer driver from the Printer Name menu.
4. Click the "Print to File" box.
5. Click "Ok." The Print dialog box will close and the Save File As dialog box will be displayed.
6. Select a location and filename for the new PostScript file and click "Save." The new file will appear with .ps after the filename.

NOTE: When you use the steps above in Microsoft Word, the file is saved as a printer file with .prn at the end. These files work much like PostScript files and can be converted to PDF or output at our copy centers.

Software and resources

As we have mentioned, saving and viewing PDF files requires the right software. If you need to create PDF files, you must purchase a copy of Adobe Acrobat. However, if you only need to open and view PDF files, you may download a free copy of Acrobat Reader through the Internet by visiting the Adobe website at www.adobe.com or clicking on the Adobe icon at the Department of Printing website. The Adobe site also has tips and tutorials about working with PDF files.

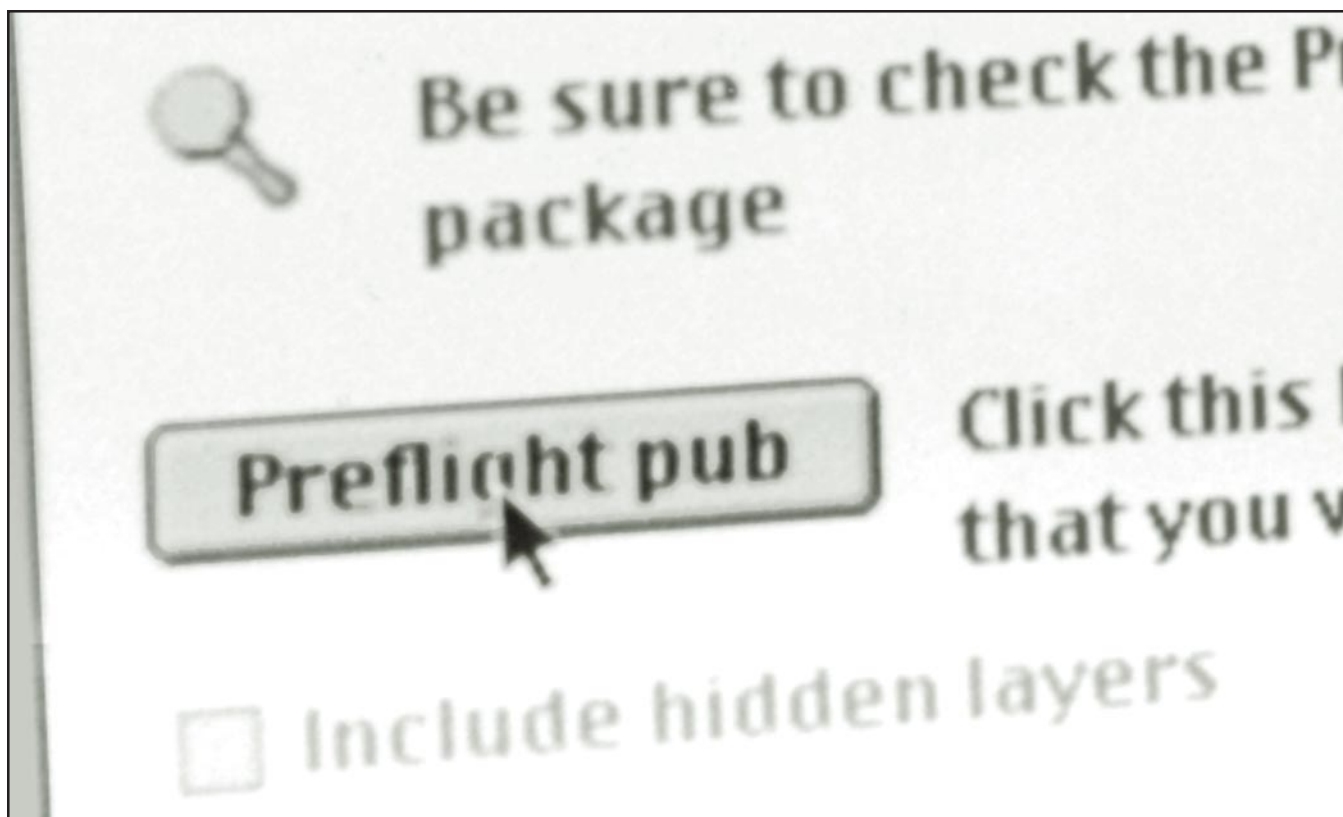
If you have questions about saving your documents as PDF or PostScript files, please contact your customer service representative or call us at 360-570-5555. ☎

▲
**Check the
"Print to File"
box in the
Print dialog
box to save
your document
as a PostScript
or Printer file.**



WARNING

Please check with your Information Technology Department before downloading Adobe Reader or any of our printer drivers to ensure you are complying with all your agency's internal policies.



Preflighting print files

NOW THAT YOU'VE DONE EVERYTHING YOU CAN TO CREATE THE PERFECT DOCUMENT, there is one final step to take before sending your job files for output—preflight. Printers borrowed the term “preflighting” from the checklist procedure pilots use before taking off. And just as in air travel, proper preflighting can make all the difference in ensuring a smooth, successful outcome for your project.

Basically, preflight is going over your completed job files to identify and correct potential problems before the files are output to film. By taking a few moments to check your files for completeness and accuracy, you help ensure that your job is produced as quickly and efficiently as possible. In fact, proper preflight procedures not only reduce your prepress costs, but also ensure that your job is accurately output within your turnaround time.

Basic preflight

You don't have to be a printing expert to preflight job files. Simply double-check your job before you submit it to ensure you have included all the necessary fonts and graphics, that you have provided complete job instructions with a full-size proof, and that you have included contact information so we can reach you if we have questions. After we receive your job, our prepress staff checks the readiness of your electronic files again with their own comprehensive preflight procedures.

Some of the most common issues seen when preflighting files are:

- Wrong or missing fonts and supporting graphics
- Incomplete or corrupt files

- Excessive re-sizing and manipulation of images in the page layout program. This creates extremely large files that are difficult or impossible to output.
- Spot colors converted to process colors or vice versa
- Embedded graphics instead of linked images with supporting files
- Unused or incorrectly named colors throughout the document
- Graphics and images in RGB (computer) color instead of CMYK (print) color
- Low-resolution photographs taken from the Internet or digital cameras

Preflight checklist

To avoid many of these problems, ask yourself these questions when checking your document:

Have you thoroughly checked for typographical errors?

Check your document carefully for typos before you submit it. Correcting these errors during the proofing process can be time-consuming and costly because we must re-process your job through prepress each time you make a change. It's a good idea to have someone in your office double-check your work for spelling, punctuation and usage errors before you submit the document.

Have you supplied all the necessary files?

Make sure to provide copies of all the supporting graphics, photographs and linked text files. When creating your document, it's best to place linked images in the page layout instead of embedding images directly into the document. When you link images and include copies of supporting graphics with your document, we can open and edit the image to ensure proper output to film. Embedded graphics can't be edited and may cause delays or extra costs to produce the job correctly.

Many desktop publishing programs include utilities to help you preflight and package your job for output. Adobe PageMaker contains a "Preflight Publication" option in its "Package for Service Provider" utility that allows you to make sure all the fonts and linked files in your document are correct. After preflighting, you may use the "Package for Service Provider" utility to gather all the necessary files for transport simply by clicking the Package button.

Quark Xpress and Macromedia Freehand also offer a "Collect for Output" utility that copies and saves all the files necessary to output your document correctly.

When packaging your job, be sure to put the graphic files in the same folder as the document and check that all the links in the page layout file are included. Missing graphics may preview in your document on the computer screen, but will either output in low resolution and look pixilated, or fail to output altogether.

Have you identified all the fonts for your job?

Provide a list of all font names used in your document and include copies of the fonts with your job files. Also be sure to tell us whether you used TrueType or PostScript Type 1 versions of the fonts. By including copies of your fonts you will ensure that the imagesetter doesn't use a substitute font like Courier when outputting your files.

When creating your print job, avoid using both TrueType and Type 1 fonts in the same document. Conflicts between font types can cause font substitutions and text reflow when the job is output. Also, be aware that when you use a font style, i.e. bold or italic, in your layout program you must have the supporting font in your font family. If the document requires Helvetica with the bold style selected and you do not have Helvetica Bold as a supporting font file with your document, your text could revert to normal Helvetica.

Are your page settings properly specified?

Make sure your page dimensions, orientation, and margins have been set for the correct finished size of your document. If you want your document to print on 7" x 10" pages, use that size in your page layout program instead of creating your pages on 8½" x 11" sheets and asking us to reduce them for printing.

Have you created bleeds where desired?

If you want the ink to bleed off the edge of the printed sheet, be sure you have extended the graphic or image beyond the edge of the document page in your page layout files. Usually, expanding bleeds ⅛" beyond the edge of the sheet is sufficient. Correcting bleeds is easy to do in a page layout program, but can be time-consuming and costly once the job reaches the output stage.

Have you deleted unused colors and removed unwanted objects from the pasteboard?

Extra information in your job files can slow down processing and result in output errors or extra film. Be sure to clean up your color palette so it contains only the colors actually used in the document. Also check the pasteboard for stray items you may have forgotten during the layout process.

Are your photographs properly formatted?

Photographs that look wonderful on the computer screen at 72 dots per inch (dpi) will look fuzzy if they are printed at that resolution. Make sure your images are approximately 300 dpi when they are at the size you want to use for your document. Also double-check that all your color photographs have been converted to CMYK mode for printing. CMYK refers to the four ink colors used in printing images; cyan (or blue), magenta, yellow and black. Almost all digital photographs are created in RGB mode using the primary colors of light: red, green and blue. If RGB photographs aren't converted to CMYK, they will not output with the correct color balance.

Have you included a printed sample?

Send a full-size printed copy of your document along with your job files so we know what you expect the job to look like. It's a good idea to provide an additional color-separated sample for multi-color jobs. When you see each color of your document printed on a separate sheet of paper, it's easy to see when you have made a mistake with color placement or color names.

Print the proof from the final copy of the file that you are sending for output. By using the same file you are giving to us, you have one last opportunity to make sure everything will print properly and that your final corrections have been made. Before printing your final proof you may want to take the time to do the extra step of spell checking your layout one last time. Post-proof text corrections can be costly to budgets and timelines.

Have you provided clear instructions?

Provide detailed information about the software you used to create your document and images, including the version number and whether it is Mac or PC platform. Also list the names of the files you are sending and the file formats, such as EPS or TIFF. If you would like us to scan and place images for you, please include clear instructions about the size, cropping and placement you want. Also provide information about the final document size, page count, number and type of colors, and any special instructions for outputting your document. Imaging instruction sheets to help you provide all the information we need for file output are available online at our website or through your customer service representative.

**Information**

Please see [Page 69](#) for more information about our Imaging Instructions form.

More information

▲ This has been a brief overview of some of the most common issues in preflighting. You may encounter additional challenges as you prepare your print jobs. As you continue to prepare documents you will find the savings in prepress costs, faster turnaround times and increased print quality are well worth the extra time to properly preflight your job files.

If you have questions about preflight, please contact your customer service representative or call us at 360-570-5555. We will be happy to help you ensure fast, easy output of your printing jobs. ☎



Checking a proof

VIEWING A PROOF IS ONE OF THE EASIEST WAYS TO MAKE SURE YOUR PRINT JOB GOES SMOOTHLY. Proofs allow you to check the layout, color breaks, fold positions and other details so you can make necessary changes before your order goes to press. This is especially important if the job involves typesetting, color separation or any other layout work done after the job leaves your office.

The Department of Printing offers a wide variety of proofing options, from simple black-and-white laser proofs to full-color proofs. You can either view a proof at our main plant, or we will send you a proof by mail, fax, e-mail or courier depending on the type of proof and where you're located.

Checking Your Proof

Regardless of the type of proof used for a print job, it is essential that you review your proof carefully and mark corrections clearly. Use a pen in a color that will show up easily. Red usually works best. Write directly on the proof, and use standard proofreading marks whenever possible. Please don't use sticky notes or a separate sheet of paper to indicate changes because they tend to become separated from the proof as it travels through the production process. However, if you have long or complex instructions, you may staple an additional sheet to the proof when you return it to us.

Proofreading for typographical errors should be done before your job is submitted to us. When you check your proof, concentrate instead on the look and binding of the piece, paying careful attention to details.



Information

Please see [Page 115](#) for a list of standard proofreading marks.

Proofreading checklist

Use the following checklist to proof your job effectively:

- Are the flat and folded sizes of your piece correct?
- Is the item folded properly, with all the copy on the right panels?
- Is the binding correct?
- Is the position of all perforations, scores or holes indicated correctly?
- Are the pages, including blanks, in the right order?
- Are all the margins straight and consistent?
- Do all the design elements work as planned? Check the length and thickness of rules, placement of type and graphics, correct fonts, etc.
- Are there any missing characters or broken type?
- Is the correct page number in the proper position on each page?
- Are there any dust spots, printing marks or dirt marks showing?
- Have all photos, illustrations or other additions been properly sized and placed in the correct position?
- Has all FPO (For Position Only) art been replaced with high-resolution images?
- Does each image have the proper caption?
- Are the edges of the graphics smooth?
- Do photographs fully touch their outline rules?
- Are all the screens of the desired density, and are they placed correctly?
- Do all bleeds extend to the edge?
- Have all the reverses been made?
- Are the ink colors in the proper places?
- Do areas of different ink colors align properly?

Since the proof is used as a guide in the rest of the printing process, we can't proceed with your order until the proof is approved. This means that the speed with which you return a proof has a direct impact on our ability to turn your job around quickly. If you must send the proof to other parties, please figure this extra time into your requested due date.

When you are done checking your proof, complete and sign the tag attached to the proof. Be sure to indicate whether you need a second revised proof or if we can proceed with production after making changes. Then return the proof to us and relax, knowing that your job will be completed just as you planned. ✚



Information

Please see [Page 77](#) for detailed instructions to help you complete the proof approval tag.



Performing a press check

SOMETIMES YOU NEED MORE INFORMATION THAN A COLOR PROOF PROVIDES TO MAKE SURE YOUR job prints as planned. Press checks give you the opportunity to approve the overall color, ink coverage and other print quality issues as your job comes off the press. Four-color process jobs, documents with large areas of solid color and items that require an exact color match often use a press check in the production process.

Although press checks can be helpful on many types of print jobs, they can also increase your printing costs. The extra time needed to conduct your press check is added to the total press time charged to your job. That's why it is a good idea to make sure you come to your press check prepared and on time. Requesting a press check on only a portion of your job can also provide efficient results. Partial press checks are especially useful for books with full-color covers and simple inside pages.

Before the press check

You can increase the effectiveness of your press check by taking care of a few details beforehand. When you submit your order, include all the instructions and samples necessary for us to prepare your job properly. Be sure to invite all co-workers, clients and supervisors who need to be at the press check to eliminate possible decision delays. Carefully check page layout, graphic location and other basic issues on your initial proof before returning it to us. That way you can concentrate on print quality when you perform your press check.

Press check tips

When you arrive for your press check you should expect highly skilled press crews prepared to answer your questions and act upon your needs. A press sheet should be

ready for your inspection as soon as you arrive at the plant. The pressroom staff will work with you to make sure that the printed piece meets all of your needs.

Here are a few key details to keep in mind when you perform a press check:

Overall look

Scan the entire press sheet in color-corrected light conditions to evaluate the general quality of the item. Try to express your analysis and comments clearly.

Paper

Is the job printed on the right paper with the correct finish, color, grain direction and weight? Grain direction and weight are especially important for mailers.

Inks

Do the printed colors match those in a Pantone ink book or ink drawdowns?

Proof

Are all the elements and type you saw on the proof included on the printed sheet?

Have all the changes you requested been made?

Register

Are ink colors in the right places? Do the traps work so colors meet cleanly? Do process dots line up correctly and create crisp edges? Use a loupe to check reverse type and open highlights, not just the registration marks.

Color balance

Is the density consistent across the sheet? If you're proofing a process color job, compare the press sheet to your proof.

Matches

Do images cross over folds and trims properly? Does the press sheet match companion pieces and/or previously printed material? Remember to allow adjustments for the aging of ink and paper if you're comparing your job to older pieces.

Small checks

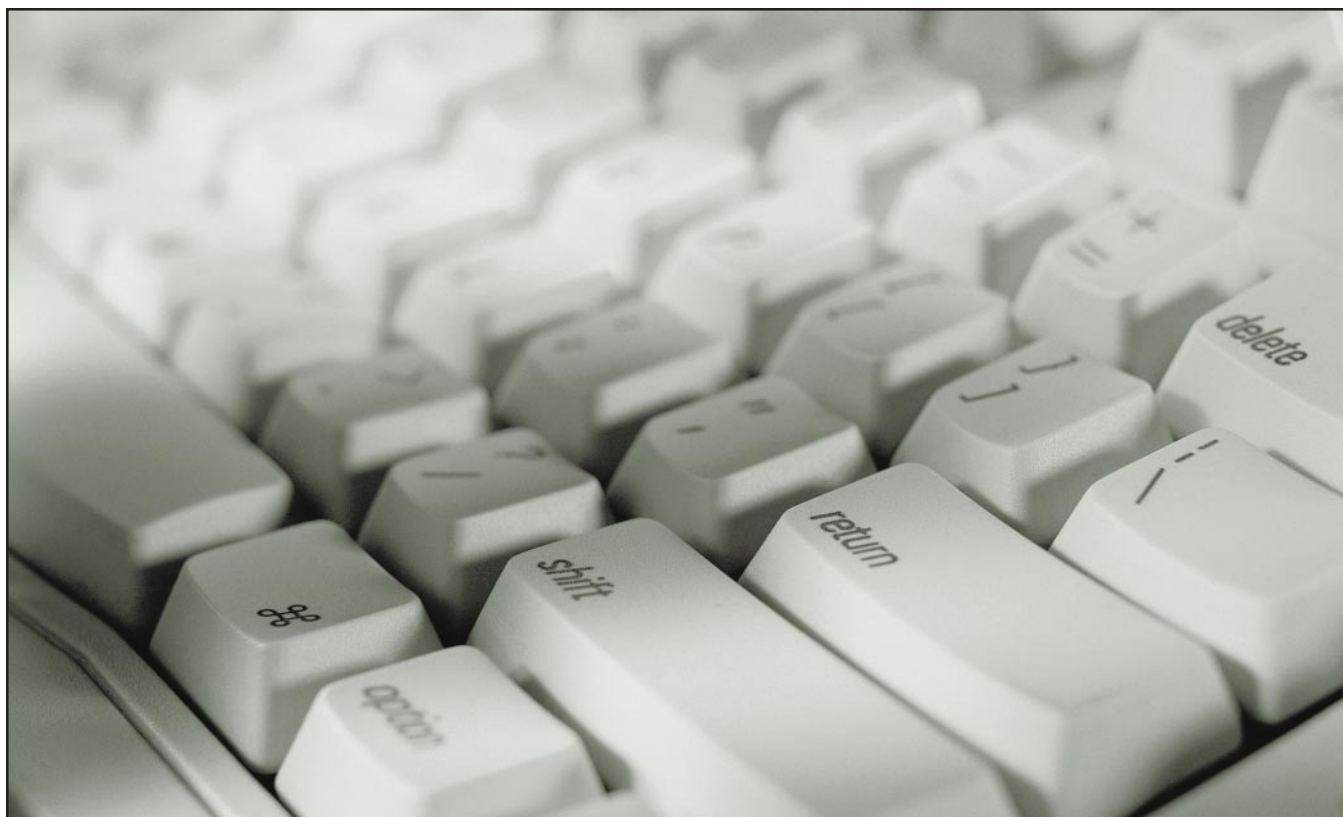
Are there any flaws in the printing such as broken type, pinholes, hickeys, ghosting, scratches, stray dots or marks on the sheet?

Trimmed/folded pieces

Is the image placed properly on the press sheet? Ask for a rule-up or folded press sheet to check your front-to-back fold and trims.

Final thoughts

If you would like, the press operator and your customer service representative will gladly help you check the quality of your job by expressing their opinions and concerns. When the press check is complete, make sure to thank everyone who participated and take notes to help you on your next press run. With a little preparation, a press check can be a lifesaver for your high-quality printing projects. ✚



Preparing and submitting files for variable-data printing

WHEN USED PROPERLY, VARIABLE-DATA PRINTING IS A POWERFUL WAY OF TARGETING YOUR communications. By integrating variable-data printing with our binding and mailing services we provide a seamless workflow for printing and distributing items such as account statements, invoices and targeted marketing materials.

Information checklist

If you are interested in submitting a variable data project, it is vital that you provide as much information as possible. Don't assume anything. We know very little about your business needs and the data you are submitting, so the more detail you provide, the more easily we can prepare your files for accurate printing. Too much information is better than too little because we can only print what you tell us to print.

Use the following checklist to make sure you have provided all the information we need to produce your job correctly.

Printing requisition and job instructions

Please send in an A21-A or A24 printing requisition when placing your variable data order. Be sure to include a note in the Additional Information section of the printing request telling us the order includes variable-data printing.

Also provide a completed Variable/Mail Checklist form with your printing requisition. This form provides complete details about the data you are supplying and will help you prepare your order by listing the items we need to meet your requirements.

Job files and data

Please provide electronic copies of your variable data and the form on which it will be printed as soon as possible. It takes time to program the data so it is properly placed on the form, and the sooner we receive your data and forms the more likely we can meet your printing due date. Early submission of your data and forms is especially important for complex orders being printed for the first time.

Sometimes the data to be used for a project is not available when you begin preparing the forms for output. In these cases you may send us test data with the same field names and formatting as the live data so we can begin programming the output of your documents. When sending test data, please be sure the files are in exactly the same format as the live data will be. Variations in data formats can result in significant differences during output, delaying completion of the project by requiring additional hours of programming to make the necessary adjustments.

Sample

When you submit your order, please include a printed sample of the variable form as a guide for the placement of data. Highlight the locations on the sample form where the data will be placed and tell us which data file field name to use in each location.

Numbers

If you are furnishing data in the form of numbers, please tell us if the number is formatted as an integer (whole number) or a decimal. If the number is a decimal, also tell us how many places after the decimal point you want displayed on the printed piece. If the number is the result of a computation of several data fields, please tell us the formula used to arrive at the final results.

Barcodes

We need to know the specific barcode font you need and where to place the barcode on the form. If the barcode is to be read by machine, please provide contact information so we can send you proofs to ensure the finished product will scan correctly. Also provide the formula used to create the barcode if it is a result of a computation of several data fields.

If we are using our intelligent inserter to automate mailing of your project, we may have to adjust the design of the form to permit adequate space for the inserter barcode. Complex variable data jobs with varying page counts will require use of the intelligent inserter to protect the security of the mailing and ensure we meet your due date. If redesign is necessary, we will work with you to create the form that best meets your needs.

Data formats

The following file types and media work well when furnishing variable data files:

Software	Media
<ul style="list-style-type: none"> • Most database files • Excel • ASCII 	<ul style="list-style-type: none"> • Compact disc • 3½" high-density floppy disk • 100- or 250-MB Zip disk • 9-track tape (1600 bpi or 6250 cpi on a reel up to 10")

If you prefer, you may send your data to us by FTP or e-mail. We also will be glad to download datasets from the state mainframe.

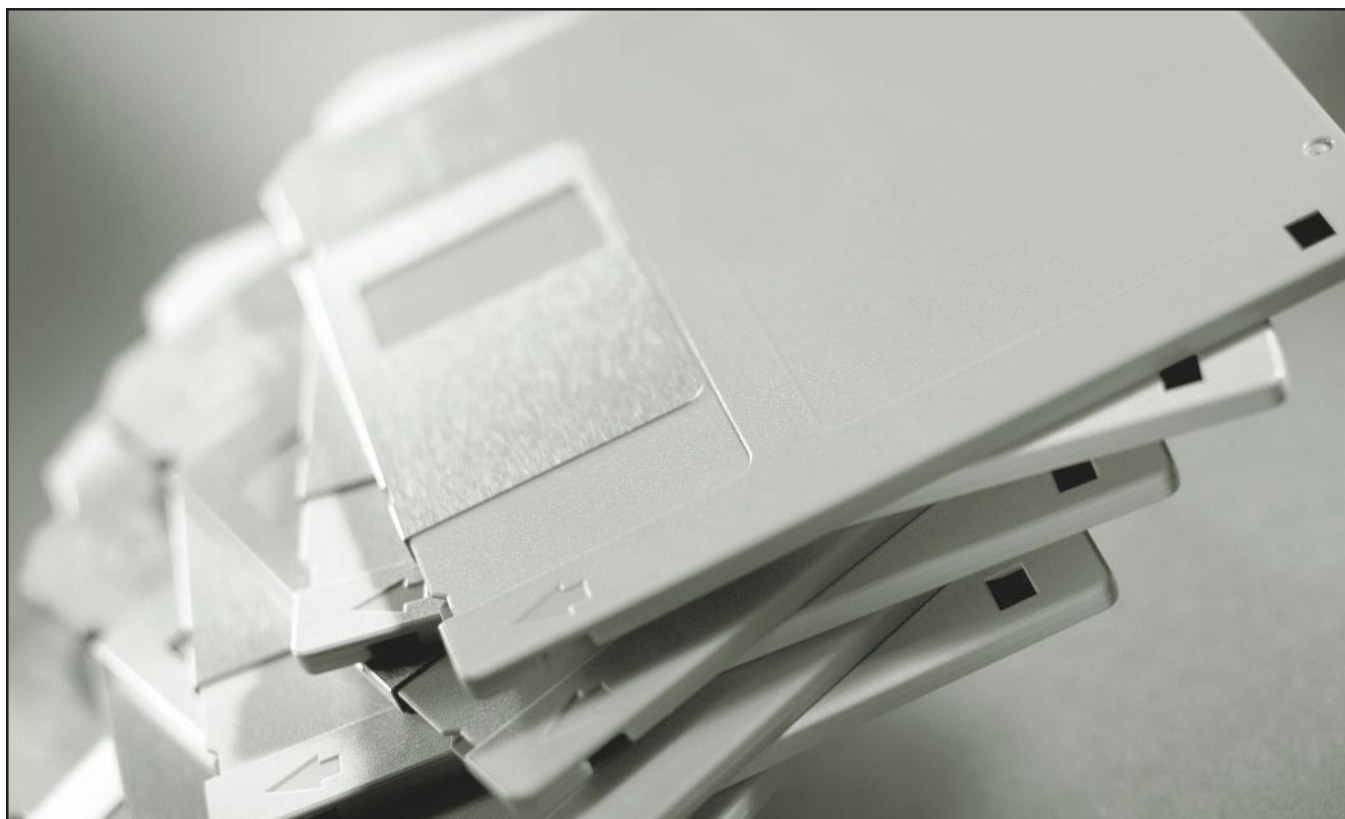
More Information

Please contact your customer service representative if you have any questions about preparing and submitting your next variable information project. ☎



WARNING

Please do not send your variable data in word processing files such as Word or WordPerfect, or in files that have been formatted for label output. These types of files require a significant amount of processing and will increase your turnaround times and project costs.



Preparing and submitting electronic mailing address files

MAKING SURE THAT YOUR MAILING REQUEST IS COMPLETED PROPERLY AND ADDRESS LISTS ARE correctly formatted will shorten the turnaround time for your order and reduce processing costs by eliminating the need for our mail specialists to perform time-consuming alterations when preparing your address data.

Requesting mail services

To take advantage of any of our mail services, simply indicate on your A21-A or A24 printing order you want the job to be mailed, and provide the necessary mailing addresses. Please include a completed Variable/Mail Checklist form with your printing requisition to supply the following information:

- Number of pieces to be mailed
- Format of furnished address information
- When to expect address data if it is not provided with the printing order
- Class of mail - First Class, Presort Standard (Bulk) or Package Services
- Special processing requests such as *FASTforwardsm* address updating or Merge Purge duplicate removal
- Name and telephone number of contact person to answer questions
- Sample showing the order of items to be inserted into envelopes



Information

Please see [Page 73](#) for more information about Variable/Mail Checklist form.

Furnishing the correct media type

While you may furnish printed address labels with your mailing request, we recommend supplying address data electronically whenever possible. Unlike hard-copy labels, electronic data files allow us to pre-sort the addresses and add barcoding to qualify for postage discounts. In addition, address data can be inkjet printed onto your mail pieces by machine while printed labels must be applied by hand. As a result, electronic mail data gives you significant cost savings in postage and handling costs while reducing turnaround times.

We will accept address data files on just about any type of media. The following are the easiest types of media for us to work with:

- CD-ROM
- 3½" high-density floppy disk
- 100- or 250-MB Zip disk
- FTP
- E-mail
- 9-track tape in either 1600 bpi or 6250 cpi on a reel up to 10"
- Datasets from the state mainframe

Regardless of how you supply your address data, please include a label or other message with your address files that provides the following information:

- Job title
- Printing order requisition number
- Address file name
- Which fields to include in the mailing address, including account numbers or record numbers
- Approximate number of records

Formatting your files

The type of software you use to prepare your mailing address files will affect how long it will take us to prepare the data for addressing. As a result, the type of file you provide affects both your mail processing costs and the amount of time we will need to complete your mailing. We prefer the following file types because they require very little data processing time:

- ASCII (DOS text) fixed, or delimited (*.txt) If the file is fixed, please provide a record layout.
- dBase (*.dbf)
- Microsoft Access (*.mdb)
- Microsoft FoxPro (*.dbf, *.dbc)
- Paradox (*.db)
- Excel (*.xls)
- Mainframe datasets

If you are supplying mainframe files, please include information on record and block length, record layout and the tape volume label if applicable. Supply the files in one of the following formats:

- EBCDIC or ASCII
- ANSI labeled or unlabeled (multiple tape volumes must be labeled)
- Fixed length records and blocks
- Fixed field length (non-delimited)



WARNING

If at all possible, do NOT send Microsoft Word tables, label files or mail merge files for use in addressing your mail jobs. These files are very difficult to re-format for processing and usually require quite a bit of hand editing.

If necessary, we will accept the following formats, but they require more time to process and will increase your mailing costs.

- WordPerfect: Single column, from three to six variable length lines of no more than 50 characters separated with either two returns or a hard page.
- Microsoft Word: Single column, from three to six variable-length lines of no more than 50 characters separated with two returns.

E-mail and FTP challenges

After you have prepared your mail address data, the best way to submit your files is to send us an Access database by e-mail or FTP. Unfortunately, many address files contain thousands of records and take a while to transfer by e-mail. These large, uncompressed files can tie up our server and cause delays in receiving and processing mail information.

In addition, changes made in updates of Microsoft Outlook security now make it impossible for us to receive raw Access database files by e-mail. In an effort to restrict the spread of computer viruses, recent versions of Outlook block e-mail attachments with certain file extensions, including those of Access databases.

Compressing your files

The best way to make sure we receive your e-mailed information quickly and correctly is to compress your database files before sending them. Two of the most popular types of compression software are WinZip and PKZIP. You can download trial copies of either software from the Internet. WinZip offers a free evaluation copy at <http://www.winzip.com>, and PKZIP shareware is available at <http://www.pkware.com>. Both sites also contain instructions for compressing and sending your files.

Renaming your files

If you don't have access to compression software, renaming your files will also allow you to submit your data by e-mail. When you save your data, a file extension is added to the end of the title to tell the computer what software was used to create the file. For example, Access database files end with ".mdb". Removing this file extension allows us to receive your information by e-mail quickly and easily.

If you choose to rename your files, please be sure to tell us what type of software you used so we can replace the correct file extension in the title after we receive your data. In order to open your files and process your order, we must be able to restore the original file extension.

To rename a file in most Microsoft Office applications:

1. Click "Open" under the File menu. A dialog box will open showing the folders available.
2. In the "Look in" box at the top of the new dialog box, click the drive or folder in the pull-down menu that contains the file you want to rename.
3. In the folder list in the main section of the dialog box, double-click folders until you open the folder that contains the file you want.
4. **Right-click** the file you want to rename, and then click "Rename" on the shortcut menu.
5. Type a new name without a file extension, or delete the current file extension, and press "Enter".
6. A warning dialog box will open, asking you if you are sure you want to rename the file. Click "Yes". *NOTE: You can't rename a file when it is open.*



WARNING

Before downloading compression software, please check with your Information Technology Department to ensure you are complying with all of your agency's internal policies.

After you have submitted the renamed file, you may repeat these steps to restore the file name to its original form. Simply replace the file extension at the end of the title when you enter the file name. If you prefer, you may save a copy of the original data file before you begin renaming the file.

Sending us your files

After you have compressed or renamed your address files, attach them to an e-mail and send them to us at mail@prt.wa.gov. To help us match your address files with your mail pieces, please include the following information in the body of the e-mail:

- Your name,
- Your agency
- Printing requisition number or job number
- Job title
- The number of records in the list
- Whether we should expect additional lists from other sources

More information

If you have any questions about compressing and sending your address files, please contact Chad Perschon at 360-570-5555 or chad@prt.wa.gov. ☎



Designing mail pieces

THE DESIGN OF YOUR MAIL PIECE DETERMINES HOW EASILY THE POST OFFICE CAN PROCESS IT, affecting your postage and processing costs. You can help ensure your next mailing project flows smoothly by keeping a few design rules in mind. The following tips will help you create efficient, cost-effective mail pieces.

Use the correct return address and mail indicia.

A surprising number of printing orders come in with an obsolete return address borrowed from a previous project. Please check the return address for accuracy before submitting your printing order.

Also make sure the mail permit you are using contains the correct mail class and permit number. If you would like, we will place our mailing permit on the mail piece and include the postage on your printing invoice. Simply specify which mail class you want to use for your mailing when you fill out your printing requisition, and leave a blank space for the indicia on your document. If you are unsure which mail permit you should use, contact your customer service representative.

Use ancillary service endorsements properly.

Mailers use specific phrases called ancillary service endorsements on mail pieces to request address change information and to give the post office instructions on how to handle undeliverable items. The wording of these endorsements is the same for all classes of mail, but the cost and resulting action taken by the post office differ by mail class. That's why it's so important to use the right wording on your endorsements. Incorrect endorsements can mean that you won't receive the service you expected. It may also result in higher than necessary postage costs.



Information

Please see [Page 131](#) for samples of the proper wording for the most common mailing indicia.

To help you sort out the effects of each endorsement, we've included a table on [page 133](#) of this guide showing the four different kinds of endorsements, along with the action taken by the post office and the cost for each class of mail.

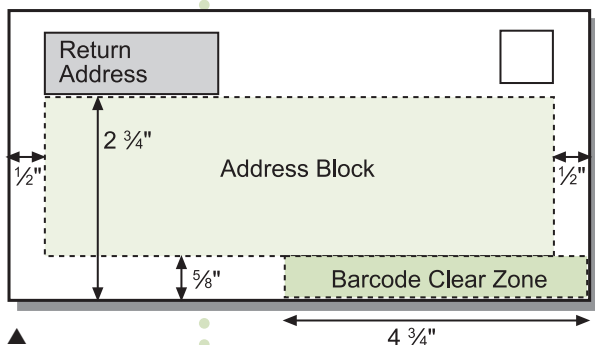


▲
Ancillary service endorsements may be placed in one of the four locations shown.

1. Immediately below the return address.
2. Immediately above the delivery address area.
3. Immediately to the left of the postage area and below the postage rate marking.
4. Immediately below the postage area and below any postage rate marking.

Remember to leave enough room for a mailing panel.

When designing a self-mailer, leave a blank area at least 1½" high and 5" wide for the recipient's mailing address, and be sure to save enough space for the return address and mailing permit (indicia) to be placed well above the mailing address. The bottom of the return address must be no lower than 2¾" from the bottom edge of the mailer



▲
Be sure to leave enough space on the mailing panel so the mailing address and barcode information can be read without interference.

because post office machinery will read the mailing panel from left to right and send the mail to the first city and state it comes to. If it reads the return address before it gets to the mailing address, the entire mailing will be delivered to one place—your office.

Also make sure to leave margins ½" from the right and left edges and ⅝" from the bottom edge of the mail piece. The automated readers at the post office scan these areas for barcode information, and any text or graphics placed here will interfere with their ability to accurately read the mailing address.

If you are designing a piece that will be mailed in a window envelope, leave enough room so the address will be at least ½" from the bottom and right side of the piece when it is folded.

Place the address area so the open side of the finished piece is at the top and the fold is at the bottom.

We will seal the open edge of the self-mailer with tabs to hold the document closed and make the piece compatible with post office automation. Documents designed with the fold at the bottom are eligible for discounted postage rates because they are able to ride through the post office machinery on a smooth folded edge, eliminating the need to hand sort the mail.

Design the mail panel so the address can be read easily.

Select a paper that will contrast with the text of the mailing address so the automatic readers at the post office can read the address accurately. White, cream, or soft pastel colors work well on mailing pieces. Avoid dark or fluorescent colors because they

may be rejected by the post office due to low contrast between the print and the background. Light-colored speckled or fibered papers are acceptable, but be aware that the little specks in the paper may interfere with the post office machinery's ability to read the barcoding on your mail piece. In the future, post office requirements for machine compatibility may make it impossible to use speckled paper for pieces to be mailed.

In addition to choosing the right paper, do not use solid areas of dark ink when designing the mailing panel of a self-mailer. The black ink used for the address may disappear if the background ink is too dark. In general, the basic principles used when selecting a paper apply to the ink coverage you use for the mailing panel.

Whenever possible, create mail that meets post office machinability standards.

To receive the discounted postcard rate, cards must measure between $3\frac{1}{2}$ " x 5" and $4\frac{1}{4}$ " x 6". Other documents must be folded to a maximum size of $6\frac{1}{8}$ " x $11\frac{1}{2}$ " and a minimum of $3\frac{1}{2}$ " x 5" to qualify as letter-size mail. Letter-size mail travels quickly through the post office machinery and is charged at a lower postage rate than other sizes of mail.

No matter what type of mail piece you are designing, be sure the mail piece is rectangular in shape. The post office requires an aspect ratio, width divided by height, between 1.3 and 2.5 to qualify as machinable mail. Square mailers and other pieces that don't meet aspect ratio requirements are charged a surcharge fee. For example, a $4\frac{1}{4}$ " x $5\frac{1}{2}$ " postcard has an aspect ratio of only 1.29, and is subject to a nonmachinable surcharge of up to 12 cents per piece over and above the postage. You will significantly reduce your postage costs simply by changing the size of the card to $4\frac{1}{8}$ " x $5\frac{1}{2}$ ".

The post office also requires that postcards be at least .007" thick, and all items larger than $4\frac{1}{8}$ " x 6" be at least .009" thick. You will easily meet this standard if you select a cover stock for cards or fold your job in thirds for mailing. A template showing the standards for letter-size mail is available through your local post office.

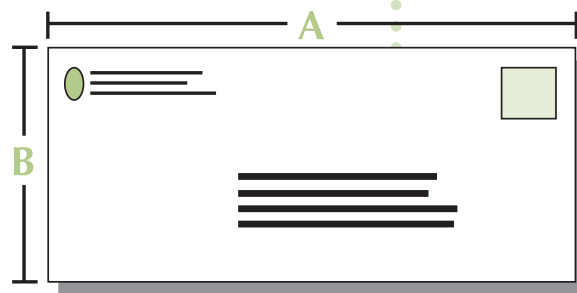
In addition to size and thickness, mail pieces must meet other standards to qualify for reduced postage. To avoid the post office nonmachinable surcharge, be sure the following characteristics DO NOT apply to your mail pieces.

- The item is polybagged, shrink wrapped or enclosed in any plastic material.
- The mail piece has clasps, strings, buttons or similar devices.
- The envelope contains items such as pens, pencils, loose keys or coins that cause the thickness of the piece to be uneven.
- The delivery address is parallel to the shorter dimension of the piece.
- The folded edge of a self-mailer is perpendicular to the address.
- The bound edge of a booklet is at the top or is on the shorter dimension.

Make a dummy.

The easiest way to check a mail piece is to actually make a rough sample. Use a piece of paper the same size as the mail piece and fold it the way it will be when it is mailed. Then ask the following questions:

- Is the address in the right place and facing the right direction?
- Can you legibly fit the longest address on your list in the space provided?



▲ The aspect ratio of mail pieces (A divided by B) must be between 1.3 and 2.5 to avoid paying the surcharge for non-machinable mail.

- If the mail is inserted into an envelope, does the address show through the window of the envelope?
- Does everything fit into the envelope so it can be sealed properly?
- Is anything so small that it floats around in the envelope and interferes with the address window?

More information

This is just a brief overview to help you design your mail piece. The postal service standards for automated mailings are very detailed. Please contact your customer service representative if you have questions about the compatibility of your next mailing. We'll be happy to consult with you to make sure your job is designed, printed and mailed as efficiently as possible. ☎



Frequently asked questions

How are printing costs determined?

We charge only the actual costs for the labor and materials involved in creating your job. The labor cost is determined by multiplying the time spent performing each task by the hourly charge for that task. The hourly charge rates reflect our costs for equipment, maintenance and staffing. Material costs such as paper and ink are added to the labor charges to determine the total cost of the job. Materials are charged at cost plus five percent.

How long does a printing order take?

Copying orders are usually completed within 24 hours, and can often be finished sooner depending on your requirements. Most printing orders can be produced within five to seven working days after we receive approval of your proof. In either case, press checks, special-order paper or binding, and mailing services will each add one or two days to the turnaround time. It's a good idea to contact your customer service representative early in the planning process to determine a reasonable turnaround time for your project.

Several factors determine the length of time it takes to complete printing orders, including:

Complexity of the job

The more complex the job, the longer it will take. Projects requiring multiple press runs, special binding or hand assembly will take longer than those using standard formats.

Mailing

Mailing services may add two to three days depending on the quantity to be mailed, the amount of work involved and the formatting of the address data you supply.

Proof

We cannot proceed with your order until we receive approval of the proof. This means the more quickly you review and return your proof, the shorter your turnaround time.

Press Check

Press check may delay your job if there are scheduling difficulties.

Materials

If your order requires special materials such as custom paper and binding supplies your order could be delayed until we receive the materials from our vendors.

Does the Department of Printing take steps to protect the environment?

We are continually working to reduce our impact on the environment. We encourage and support the use of recycled products, and recycle waste materials whenever

possible. Our in-stock white paper contains 30 percent post-consumer recycled fiber, and over 99 percent of all other paper we use contains some recycled content. In addition, we recycle all our waste paper, corrugated cardboard, negatives and printing plates, and recover 99-percent-pure silver from our film developing process.

We strictly limit the use of hazardous chemicals in our operations as well by using only vegetable-based inks, an environmentally safe fountain solution and an aqueous (water based) plate system to eliminate the need for solvent-based processing.

Boxes of paper and film negatives are collected for recycling.

**Information**

For more information about Copy Center locations and hours, contact your Customer Service Representative or visit the "Copy Center" section of our website at www.prt.wa.gov.

How do I know whether to send my order to a Copy Center or the main plant?

Your order quantity, turnaround time and quality requirements determine whether we produce your order at the main plant or one of our Copy Centers. Regardless of where we print your job, you may submit your order to the most convenient location, either the main plant or your nearest Copy Center. When we receive your order, we will decide the most cost-effective way to produce your job and meet your requirements for turnaround time and product quality.

In general, the Copy Center is a good choice if you are ordering less than 1500 copies or have a very tight deadline. Our main plant should produce orders for larger quantities and jobs requiring high-resolution graphics or large areas of ink coverage.

What are your hours?

Our main plant is open from 7 A.M. to 5 P.M., Monday through Friday, and most Copy Centers operate on similar business hours. In addition, our Document Center operates 24 hours a day, five days a week, with weekend hours upon request.

What can I do to help ensure my job turns out the way I want it to?

You can take an active part in ensuring your printing project is successful by doing the following:

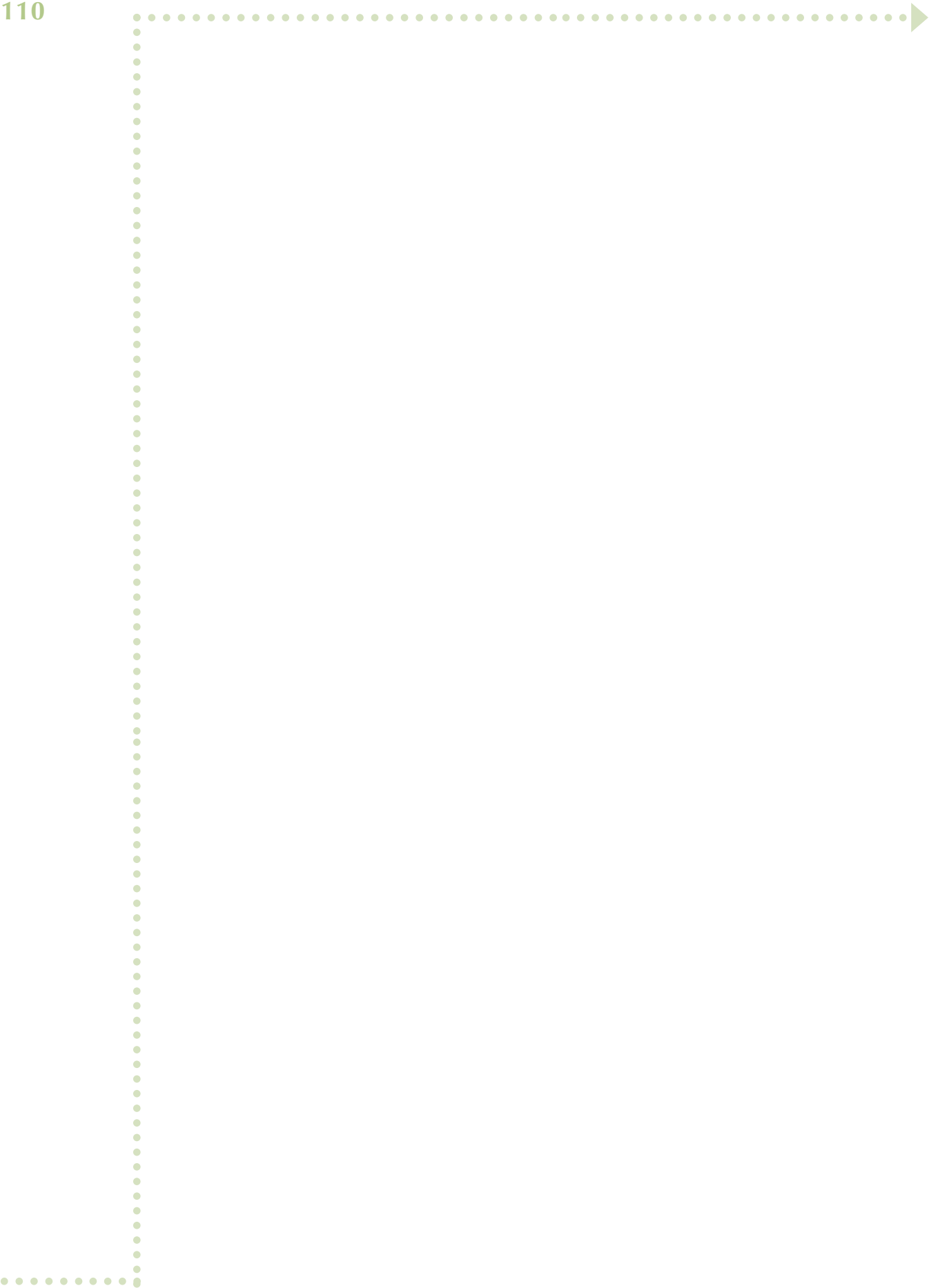
- Provide complete instructions and a sample of the finished product.
- Include your telephone number and e-mail address on your printing requisition so we can contact you promptly with questions.
- Preflight your files before you submit them to make sure all necessary graphics and fonts are included.
- Check your proof carefully and clearly mark required changes.
- Inspect your order immediately upon delivery and notify us if there are any errors.

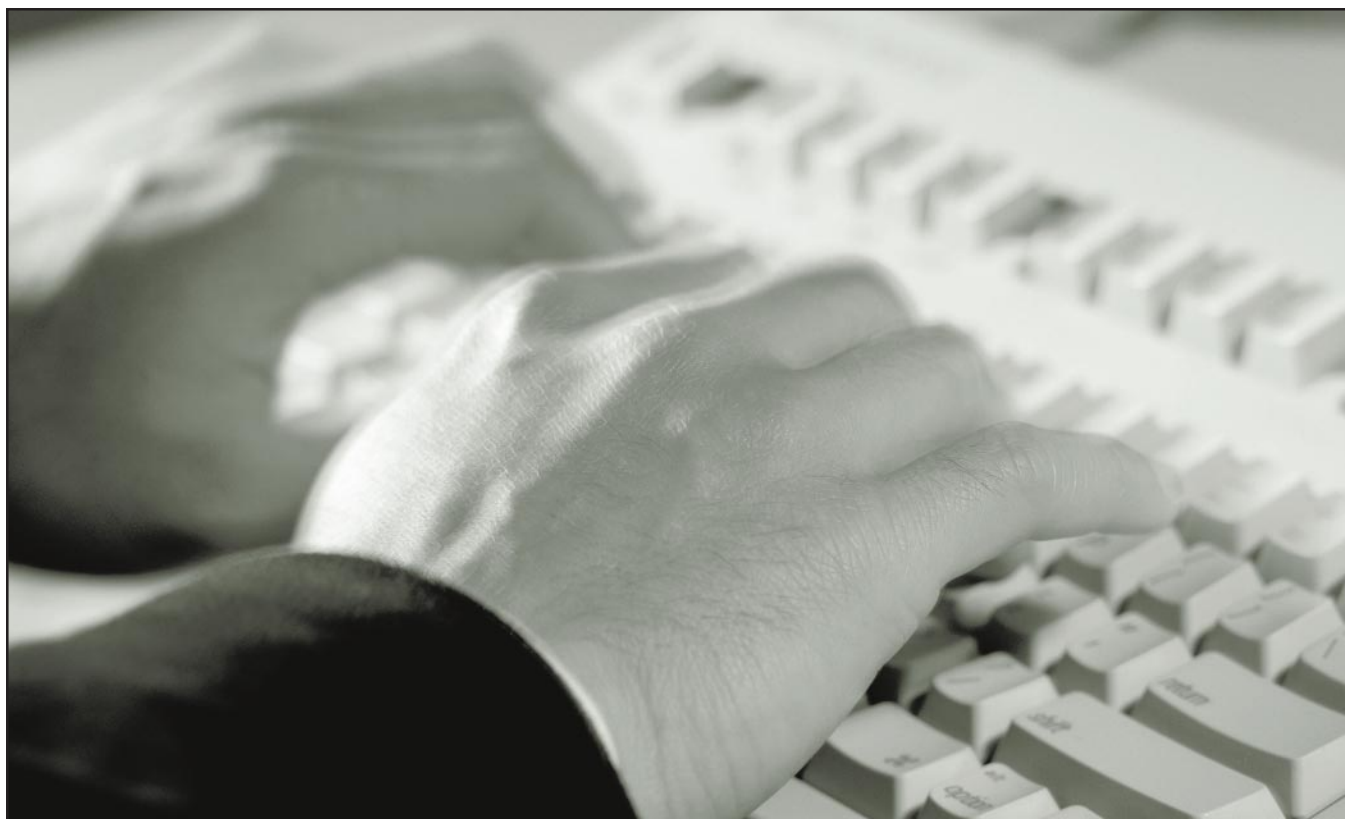
What is a PMS color and why is it important?

The Pantone Matching System (PMS) allows printers everywhere to use a common language to describe ink colors. Pantone ink books contain small printed swatches of ink with a specific PMS number for each color. When you use the PMS number to specify an ink color, we know exactly what color you want and our press operators can match your order to swatches in the Pantone ink book to make sure you get precisely the color you should.

What should I do if I'm not satisfied with the quality of the finished product?

Please contact your customer service representative immediately if you are ever dissatisfied with the quality of your print job or the service we provide. We will work with you to do whatever it takes to correct the situation. ♦





Typesetting tips

YOU CAN CREATE MORE EFFECTIVE DOCUMENTS SIMPLY BY FOLLOWING A FEW GENERAL GUIDELINES used by professional typesetters. By taking advantage of text features offered by word processing and page layout software, you can easily produce professional-looking documents every time. The following are the most common typesetting rules.

Use indents and tabs instead of the space bar.

Because letters typed on your computer are proportionally sized, it is nearly impossible to line up the left or right edges of text using the space bar. Tabs and margin indents are the only reliable way to make sure your text lines up in exactly the same spot on every line. Using tabs and indents also ensures your text lines up the same way when we print your files as when you printed it on your office printer.

Avoid using font effects such as shadow or outline.

Using the font effects on the toolbar in your word processing software limits color and trapping possibilities, and often doesn't output well when the job is printed on anything other than your office printer. If you want an effective, readable document, it's a good idea to avoid shadows, outlines and other toolbar font effects, especially when using script or italic typefaces.

Use accent marks where appropriate.

Accent marks are small but powerful type elements, as anyone who has confused resume and résumé can tell you. Most accent marks are hidden on your keyboard, and require a combination of keystrokes before they appear. To type an accented character, first press the key combination needed to produce the desired accent mark.

Nothing should happen yet. Hit the letter you want the accent mark to appear with and, presto, the letter and accent mark appear together. If you are using Word, you may also insert accent marks by selecting “Symbol” from the Insert menu and clicking on the desired character.

Below is a list of key combinations for common accent marks. Keys in parentheses are to be pressed at the same time.

Symbol	Windows	Mac
é	(Ctrl + `), e	(Option + e), e
è	(Ctrl + ^), e	(Option + ^), e
ü	(Ctrl + Shift + :), u	(Option + u), u
ö	(Ctrl + Shift + :), o	(Option + u), o
ñ	(Ctrl + Shift + ~), n	(Option + n), n

Use an em-dash or en-dash instead of two hyphens.

A hyphen should only be used for line breaks or hyphenated words. To create a professional-looking document, take advantage of en-dashes and em-dashes. Em-dashes are about the length of a capital letter “M,” and en-dashes are slightly shorter. Use an en-dash when indicating a span of time such as July–August, or when creating compound adjectives where one of the elements is made of two words, such as “Anacortes–San Juan Islands ferry.” Use an em-dash much like a colon to indicate a change of thought where a period would be too strong and a comma too weak. Just like a properly used hyphen, em-dashes and en-dashes shouldn’t have a space on either side.

You can create an en-dash by pressing Ctrl + the minus sign on the number keypad in Windows, or Option + hyphen on a Mac. Em-dashes appear when you press Alt + Ctrl + the minus sign in Windows, or Option + Shift + hyphen on a Mac.

Use paragraph formatting instead of extra returns for added space after paragraphs.

Hitting the enter key an extra time or two will create more space between paragraphs. However, you’ve probably noticed that it creates a lot more space than necessary and often appears awkward. To create a document with pleasing white space the way professional typesetters do, take advantage of the paragraph formatting options available in most software applications.

In the Format dialog box found under the Paragraph menu in most software applications, you may enter the amount of space you want to have between each paragraph. When you enter a number in the “After” box, that amount of space will be added whenever you press “Enter” (“Return” on a Mac). Use a soft return (Shift + Enter) if you need to end a paragraph in your document without adding the extra space.

Watch hyphenation and line breaks.

Don’t rely on your software package to make sure that hyphenations and line breaks make sense. Even when the break is technically correct, it may create confusion, like hyphenating the word “therapist” so it becomes “the-rapist.”

Never hyphenate words in headings. If a heading requires more than one line, group lines by grammatical sections for easy comprehension.

Also avoid creating too many hyphenations in the same paragraph, or placing more than two hyphenations in a row. This makes your text harder to read and looks less

professional. Adjust your margins, change the font size or edit the text until the offending hyphenations have been fixed.

Use one space between sentences.

In the days when everyone used typewriters, it was proper to put two spaces between each sentence because every character took up exactly the same amount of space. Now, however, each letter in a computer font takes up a proportional amount of space. For example, the letter “i” takes up about $\frac{1}{3}$ the space of the letter “m.” This means that only one space is necessary to visually separate sentences. In fact, entering more than one space interferes with the flow of the text, making your document more difficult to read. The only time you should enter two spaces between sentences is when using a mono-spaced font like Courier to create a typewritten look.

Take the time to create nice-looking fractions.

Some word processors automatically format the most common fractions for you. But what can you do to make all your fractions look their best without buying a special font package? Use this trick to produce professional-looking fractions, no matter how unusual they are.

Type the whole number and the fraction with no space between, like this: 15/8 (if you are using a Mac, use the fraction bar located at Shift + Option + 1 instead of the slash). Select the numerator (5) and make it superscript by selecting the superscript option under Format > Font. Then select the denominator (8) and make it about half the point size of the original text. It should look like this: 1 $\frac{5}{8}$.

Don't use the underline option.

Underlined text tends to be difficult to read because the default underline is placed too close to the type and interferes with the descenders of letters such as p, g and j. Your document will be easier to read and look more professional if you use an italic or bold font instead of underlining. Use an italic face to indicate the title of a book, magazine or work of art. If you want to emphasize a few words, use an italic or bold font or place the text in a separate paragraph with indented margins for a clean, professional look.

If you must include a blank line in a document, or want the look of an underline, draw a line using the line tool in your word processor or page layout program. That way you can control the placement, thickness and length of the line. The line will also look smoother because it is one long line instead of a series of short underlines.

Never leave widows and orphans on the page.

In typesetting, a widow is a word of less than seven characters, or the last part of a hyphenated word, left all alone on the last line of a paragraph. An orphan is the last line of a paragraph that has been kicked over to the top of the next column because the paragraph is a little too long to fit in the space it has been given.

Both of these circumstances should be avoided if you want to create a professional-looking document. Sometimes editing the copy to add or delete a word or two will do the trick. Sometimes widening the margin a hair or trying a different font size or style will take care of the problem. You may have to experiment to find the best way to eliminate widows and orphans in your particular project.

Avoid using all capital letters

Many studies have shown that type using all capital letters is much harder to read than type in upper and lower case. This is because we recognize words by their shapes as

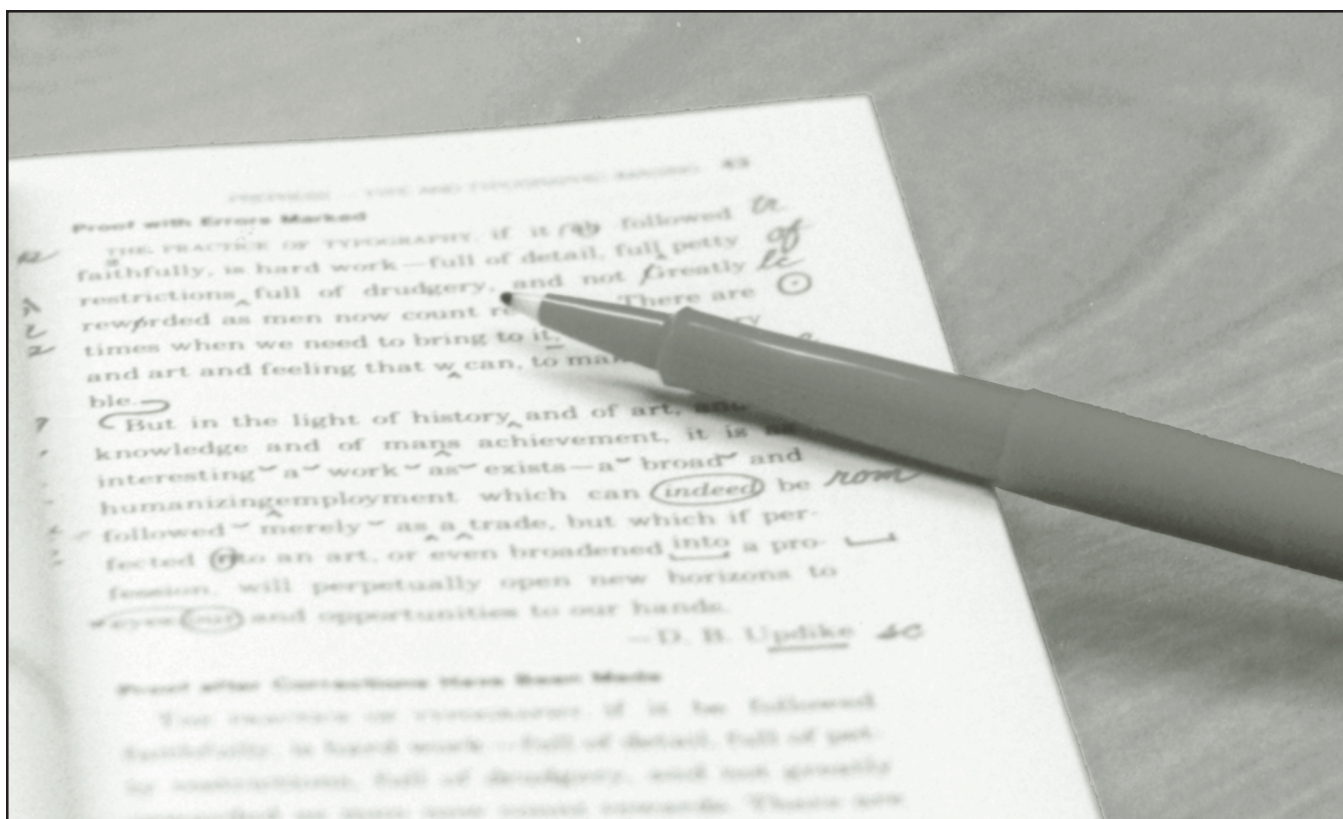
well as the letters they contain. If a word is in all caps, we have to read it letter by letter rather than by recognizing groups of letters. Setting a script font in all caps is particularly hard to read, especially if you use shadow, outline or underlining effect.

You may occasionally have a very good reason to use all caps in a heading or short block of text. Just be sure that the final effect is worth sacrificing some of the readability of the document.

Justify text only if the line is long enough to prevent inconsistent word spacing.

Justified text adjusts the spacing between words to line up both the left and right margins of a column. This tends to create uncomfortable gaps between the words in some lines while the words on other lines are all squeezed together. Justifying type also may create “rivers” of white space running through the text, which makes reading difficult. You’ve probably noticed these problems in newspaper columns when there is a little word on either side of the column and a big gap in the middle.













Generally speaking, your document will be easier to read if the text is aligned on the left and ragged on the right. However, if your project requires justified text, make sure that the length in picas of each line of type is about twice the point size. A pica is a unit of measure used in typesetting, and there are six picas in an inch. This means if you are setting a page in 12-point type, the line length should be at least 24 picas, or four inches, to avoid awkward word spacing. ⚡



Proofreading marks

THE FOLLOWING STANDARD PROOFREADING MARKS ARE UNIVERSALLY UNDERSTOOD BY WRITERS, graphic designers and printers. You can help ensure the revision requests you make on your proofs are correctly understood by using these standard marks whenever possible.

Positioning












Mark	Action	Example
	Move to right	Move text or graphics to the right. 
	Move to left	 Move text or graphics to the left.
	Move up	Raise words, text blocks or graphics.
	Move down	Lower words, text blocks or graphics.
	Align horizontally	
	Align vertically	
<i>tr</i> OR 	Transpose letters or words	Re-arrange letters or words shown as 










Information

Please see [Page 93](#) for tips on checking a proof.




























Deleting and Inserting

Mark	Action	Example
 OR 	Delete	Delete or take out! 
 OR 	Delete and close up space	it may  be true
 OR 	Let it stand, do not delete	Let it stand—all  matter above dots.
	Insert at this point	How much  it?


Spacing

Mark	Action	Example
	Remove space, move together	Take extra space out en  tirely.
	Less space	Reduce space between  words.
 	Insert space	It requires more  space.









Punctuation

Mark	Action	Example
	Insert period	Mr.  John Doe
	Insert comma	The big  red balloon.
	Insert question mark	Would you please help?  Thank you.
	Insert exclamation point	Wow!  That's wonderful.
	Insert semicolon	Seattle, Washington;  Portland, Oregon
	Insert colon	...the following  paper, ink and binding.
	Insert apostrophe	...meeting the agency's  objectives.
 	Insert quotation marks	 How are you?  he asked.
	Insert hyphen	She did a first-  rate job.
 	Insert parentheses	They left yesterday ( September 11).
	Insert dash	Success—  at last!
	Insert ellipses	"If I had only known  " he murmured.






Fonts and type

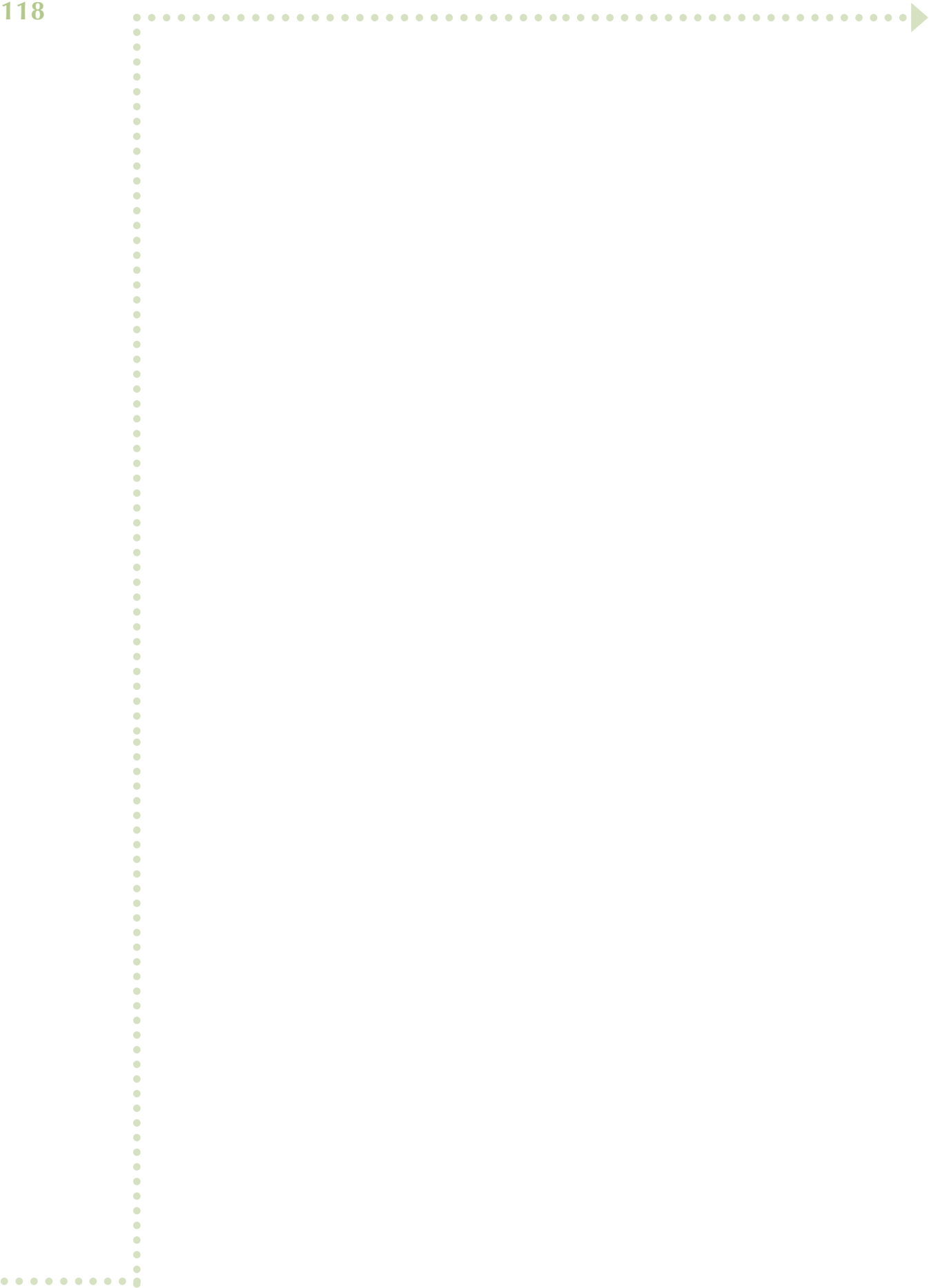
Mark	Action	Example
<i>wf</i>	Wrong font	Check the proof <i>f</i> carefully. <i>wf</i>
<i>lc</i> OR /	Set in lower case	printing for <i>S</i> tate <i>A</i> gencies <i>lc</i>
<i>caps</i> OR ≡	Set in capital letters	within the state of <u>w</u> ashington <i>caps</i>
<i>sc</i> OR ==	Set in small capitals	THE FIRST LINE WAS SET IN <u>s</u> mall caps. <i>sc</i>
<i>ital</i> OR —	Italicize	She read about it in <u>i</u> Time magazine. <i>ital</i>
<i>bf</i> OR ~~~	Set in bold face	I need the finished report <u>n</u> ow! <i>bf</i>
<i>lf</i> OR 	Delete bold face, set in light face	Please ship by F ebruary 1. <i>lf</i>
X	Broken type, bad letter	<i>x</i> quality is the top priority.

Paragraph formatting

Mark	Action	Example
	Begin a paragraph	 Start a new paragraph.
<i>no</i> 	No paragraph, run in	Don't start a new paragraph. <i>no</i>  Just keep going.
<i>flush</i>  OR ←	No paragraph indentation	← Don't indent paragraphs. <i>flush</i> 
	Indent one em	 Indent this paragraph one em.

Miscellaneous

Mark	Action	Example
	Invert upside-down images or type	 
	Spell out	The main plant is on New Market  St.



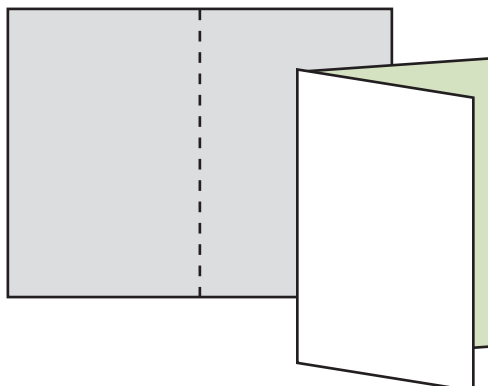


Standard folds

THE FOLLOWING DIAGRAMS SHOW LAYOUTS FOR SOME OF THE MOST COMMON STANDARD FOLDS. Selecting these folds will help speed production of your job and decrease finishing costs by reducing the amount of time it takes to prepare the project for folding. Please contact your customer service representative if you have any questions about the folding option that best suits your order.

Single-parallel fold

The most basic fold is a single fold made parallel to the edge of the paper. This type of fold is used for invitations, brochures and four-page book signatures.

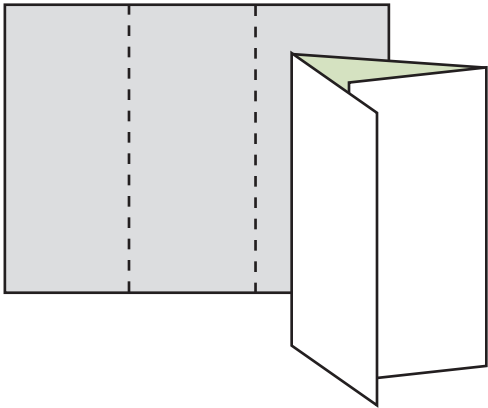


Common dimensions

Flat size	Finished size
22" x 17"	11" x 17" tabloid
17" x 11"	8½" x 11"
11" x 8½"	5½" x 8½"
5½" x 8½"	5½" x 4¼"

Letter fold

The letter fold or c-fold is most commonly used for brochures and mailing inserts.

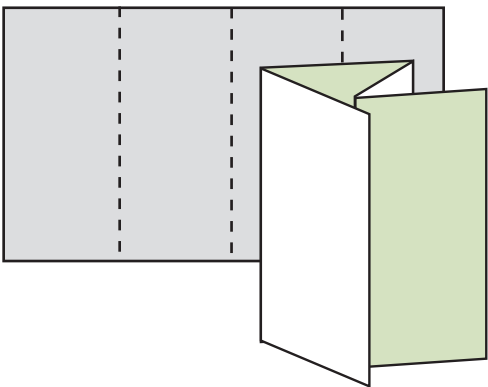


Common dimensions

Flat size	Finished size
17" x 11"	5 ⁵ / ₈ " x 11"
14" x 8½"	4 ⁵ / ₈ " x 8½"
11" x 8½"	3 ⁵ / ₈ " x 8½"

Double-parallel fold

The double-parallel fold is often used for brochures printed on legal-sized paper. This format is also used to create eight-page signatures for books.

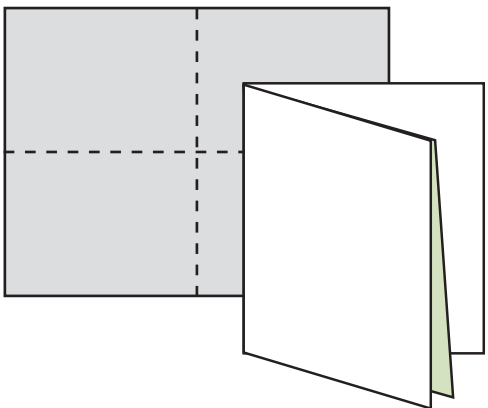


Common dimensions

Flat size	Finished size
34" x 11"	8½" x 11"
17" x 11"	4¼" x 11"
14" x 8½"	3½" x 8½"

Eight-page, right-angle fold

This fold is used to create eight-page signatures for books and newsletters. It is also often used for documents with a large image or chart on one side and informational text on the other.

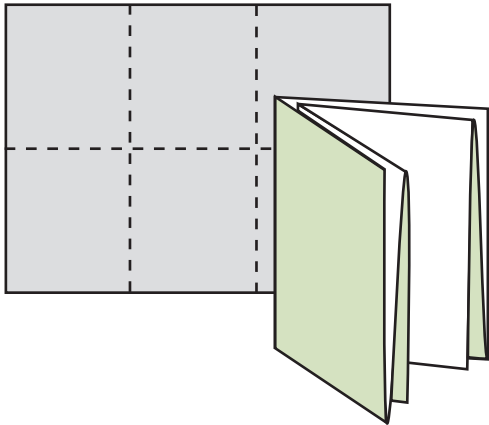


Common dimensions

Flat size	Finished size
22" x 34"	11" x 17" tabloid
17" x 22"	8½" x 11"
11" x 17"	5½" x 8½"

Twelve-page fold

Twelve-page folds are used most for 12-page newsletters and book signatures.

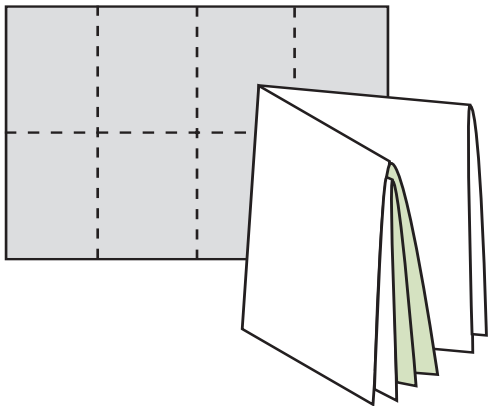


Common dimensions

Flat size	Finished size
17" x 33"	8½" x 11"
11" x 25½"	5½" x 8½"

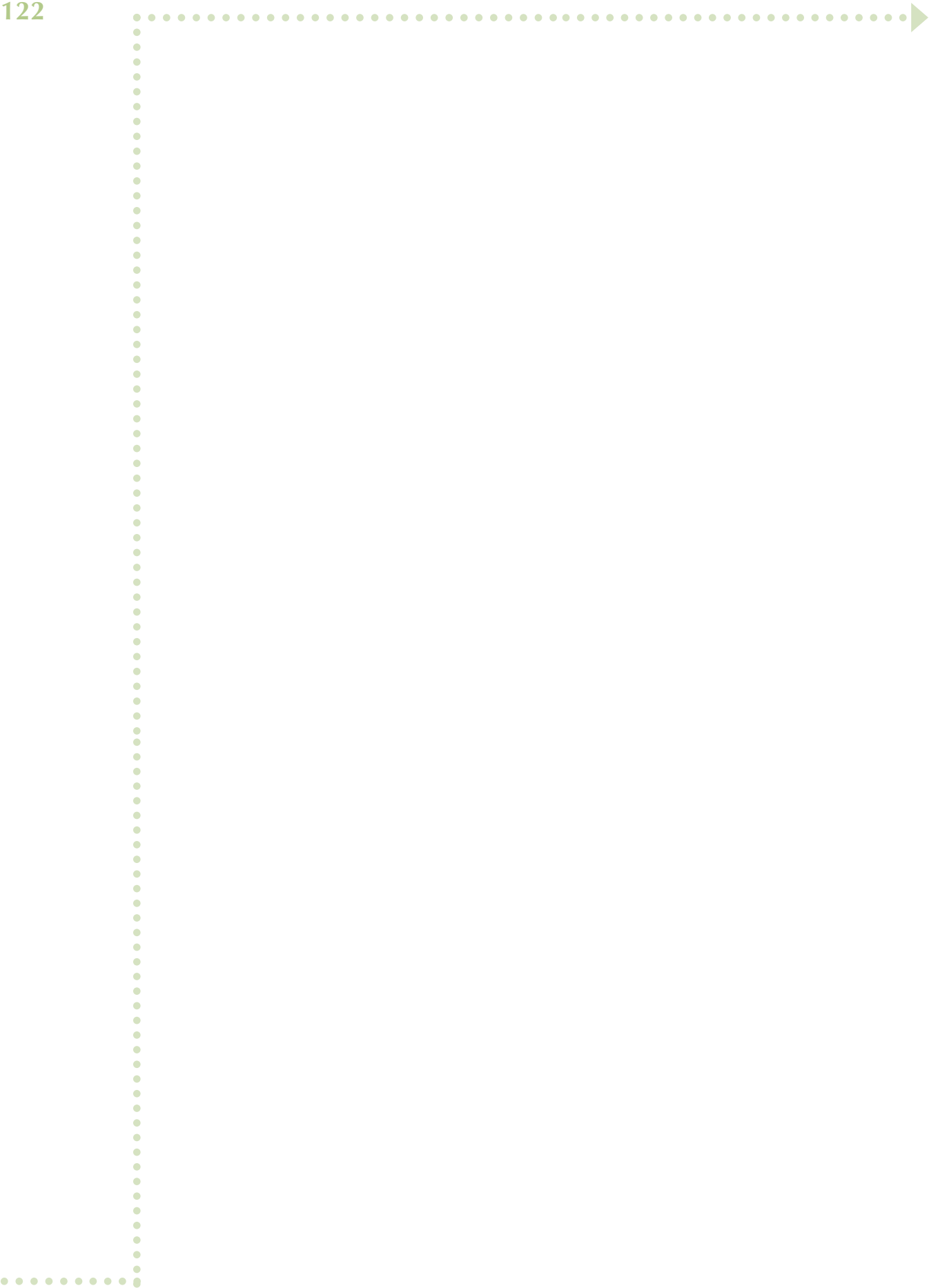
Sixteen-page fold

This fold is used most to make 16-page newsletters and book signatures.



Common dimensions

Flat size	Finished size
34" x 22"	8½" x 11"
22" x 17"	5½" x 8½"





Paper basics

PAPER IS THE FOUNDATION OF EVERY PRINTED DOCUMENT—DETERMINING THE LOOK, FEEL AND usability of the final product. However, selecting the right paper for your project can be daunting if you are unfamiliar with the types of paper available and the terminology used to describe it. We hope the following information helps you make sense of the dizzying array of paper choices available today as you plan your next printing venture.

Types of paper

Paper is divided into several broad categories called “grades” based on how the paper is manufactured and what it is designed to do. The most common paper grades are:

Bond

Bond paper is made from cotton fibers, wood pulp or a combination of the two. It is primarily used for business documents, stationery and photocopying.

Uncoated offset

Offset is designed for use in offset printing and is used for a wide variety of items including the interior pages of books.

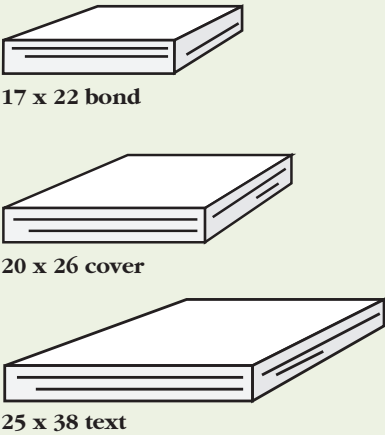
Uncoated text and cover

These high-quality uncoated papers are available in a wide variety of colors and textures and are often used for brochures, flyers and other marketing materials.

Coated paper

Coated papers are made with a surface coating, usually made of clay, that seals the pores in the paper to increase smoothness and ink holdout. Coated sheets are available in a variety of finishes from matte to gloss.

Standard sizes for calculating basis weight



17 x 22 bond

20 x 26 cover

25 x 38 text

Cast-coated

Cast-coated sheets are manufactured by pressing the coating against a highly-polished, heated steel drum to increase the smoothness and gloss of the finished sheet. Cast-coated paper is available with coating on either one or both sides of the paper.

Basis weight and caliper

Paper is often described by combining the grade with a basis weight as in 20-pound bond or 65-pound uncoated cover. The basis weight is determined by weighing 500 sheets of paper that has been cut to a standard size. Each type of paper uses a different standard size for determining the basis weight. For example, the standard size for bond paper is 17" x 22", the standard size for text paper is 25" x 38" and the standard size for cover is 20" x 26". This explains how paper described as 20-pound bond can be about the same thickness as 50-pound text, but is much thinner than 65-pound cover.

▲ Each grade of paper uses a different basic size to calculate basis weight, so papers of different grades can have very different basis weights even if they are approximately the same thickness.

The following table shows how basis weights compare for several grades of paper. Papers listed in the same row are about the same thickness.

Comparative basis weights

Bond	Text	Cover
20	50	—
24	60	—
28	70	—
32	80	—
—	100	55
—	120	65
—	—	80

The higher the basis weight within a grade of paper, the thicker the paper. For example, 70-pound text is thicker than 60-pound text. However, the thickness of 70-pound text papers with different surface textures and coating will often vary slightly. That is why printers use caliper instead of basis weight when talking about paper thickness. Caliper is a measure of paper thickness expressed in thousandths of an inch.

Recycled content

Most paper produced today contains some recycled fiber. Papermakers divide this recycled fiber into two basic categories—recovered fiber and post-consumer fiber. Recovered fiber is obtained from waste in papermaking and manufacturing before the finished product reaches the end user. Post-consumer fiber comes from the office paper, newspapers and paperboard you throw in the recycle bin every day.

The recycled content of paper is usually listed as a combination of recovered fiber and post-consumer fiber. For example, paper with 50 percent recovered fiber and ten

percent post-consumer fiber will be identified as 50/10. Federal guidelines recommend using paper with at least 30 percent total recycled content whenever possible.

Features to consider when selecting paper

The paper you choose will have a significant effect on the durability and effectiveness of the finished document. The following are some issues to consider when picking out the paper for your next project.

Surface texture

Uncoated paper is available in many different textures, including smooth, vellum, felt, linen and laid. It is a good idea to consider the purpose of your print job and how it will be produced when choosing a paper surface. For example, paper with textured surfaces may not be compatible with jobs produced on a digital copier because the toner may not reach into crevasses, resulting in broken type and unclear images. If the paper is too smooth, handwriting in ink may smear before it dries.

Color

The color of the paper affects the readability of the final document as well as how it is perceived. Offset printing inks are not completely opaque, so be careful to select a paper color that contrasts with the ink you are using. For example, if you select bright yellow paper for a job to be produced in blue ink, the ink will appear greenish when the job is printed.

Brightness

The brightness of a paper indicates how much light is reflected off its surface. The higher the brightness the more light is reflected. Choose the brightness that best suits the purpose of your document. For example, a lower brightness paper is good for the pages of a manual because it will reduce eyestrain, but a higher brightness is more effective for posters and advertisements.

Opacity

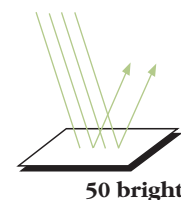
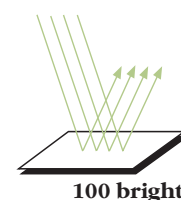
Choose paper that is opaque enough to prevent images on one side of the paper from interfering with images on the other. Opacity varies depending on the basis weight, grade, surface texture and manufacturer of the paper. As a general rule coated paper is more opaque than uncoated, and textured paper is more opaque than smooth.

Paper gloss

Coated paper comes in varying levels of glossiness, including matte, dull, silk and gloss. The glossier the paper, the smoother the finish of the paper and the more the ink will stand out from the page. Keep the end use of the document in mind when deciding how glossy the paper should be. For example, glossy paper is great for giving color images more pizzazz, but matte-finish paper is easier on the eyes for documents with large areas of text.


Basis weight

The weight of paper you choose affects how well your project prints, folds and mails. The heavier the basis weight of paper in a specific paper grade, the thicker the paper. Select a weight that is heavy enough to provide the usability and opacity you want. Also remember that the weight of the paper will affect your postage costs if you mail the document.



▲ **Brightness is the percentage of light reflected by the sheet of paper. For example, 100 brightness paper reflects all light while 50 brightness reflects only half the light.**

More information

These are just a few guidelines to help you when selecting paper. Your customer service representative will be happy to assist you if you have any questions about the right paper for your project. 





Stock inks and house paper

USING STOCK INK COLORS AND IN-HOUSE PAPER CAN SAVE YOU VALUABLE TIME WHEN YOU NEED your job in a hurry. Plus, you know you're receiving the best price available when you select one of our in-house papers. Refer to the following lists of ink and paper for help when you plan your next quick-turnaround printing project.

Stock Ink

We stock a variety of colors in our main plant pressroom for fast-turnaround printing. You can help us meet your due dates by selecting ink colors from the following list.

If you would like to see swatches of ink colors, please contact your customer service representative or visit the Resource Room section of our website. If you prefer, you may purchase a Pantone ink book with swatches of all the available colors by contacting your customer service representative.

Blue

Reflex Blue
Process Blue
PMS 281
PMS 286
PMS 289
PMS 541
PMS 548

Red

Warm Red
Rubine Red
Rhodamine Red
Process Magenta
PMS 185
PMS 199

Purple

Pantone Purple
Pantone Violet

Yellow

Pantone Yellow
Process Yellow

Green

Pantone Green
PMS 347
PMS 348



WARNING

Ink color swatches shown on our website are rough examples of the actual ink color and will not match the printed product. Please see a Pantone ink book for an accurate ink color sample.

House paper

Specifying one of our house papers reduces turnaround time by ensuring the paper we need to produce your order is readily available in the quantities necessary. In contrast, it may take up to four weeks to receive a delivery of special-order paper. Moreover, mill orders often require large minimum quantities, which can lead to increased paper waste.

The following are a list of readily available papers. Brand names are listed in order of increasing cost, with the least expensive brand at the top. The total recycled content of each brand is listed in parentheses after each paper. Please contact your customer service representative if you have any questions or would like to see paper swatches while planning your job.

Solid colors

- Eureka bond (30%)
- Worx text and cover (50%)
- Exact text and cover (30% post-consumer)
- Fraser Brites text and cover (50%)
- Astrobrights text and cover (30% post-consumer)

Parchment

- Astroparche text and cover (30% post-consumer)

Speckled colors

- Royal Fiber text and cover (30% post-consumer)
- Evergreen text and cover (30% post consumer)
- Concept text and cover (30% post-consumer)

Smooth Finish

- Quinalt text, White only (30%)
- Valorem text and cover, White and Natural only (30% post-consumer)
- Starbrite Opaque Recycled text and cover, White only (30% post-consumer)
- Solutions text and cover (30% post-consumer)
- Royal Silk text and cover (30% post-consumer)

Coated Finish

- Northwest Dull and Gloss text and cover (10% post-consumer)
- Fortune Gloss text and cover (10% post-consumer)

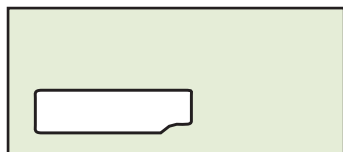
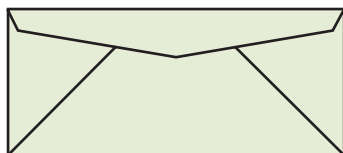


Common envelope sizes

THE FOLLOWING CHART SHOWS THE NAME, SIZE AND BASIC FORMAT OF SOME OF THE MOST commonly-used envelopes. Other envelope configurations are available to meet your specific needs. Please contact Jerry Williams at 360-570-5555 if you have questions about envelope availability, turnaround time and cost.

Commercial envelopes

Commercial envelopes are used for a wide variety of correspondence, including letters, invoices, statements, direct marketing mailings, etc. They may be ordered with or without a clear window for the mailing address.



Envelope	Dimensions	Enclosure Size
#6 $\frac{3}{4}$	3 $\frac{5}{8}$ " x 6 $\frac{1}{2}$ "	3 $\frac{1}{2}$ " x 6 $\frac{1}{4}$ "
#7 $\frac{3}{4}$	3 $\frac{7}{8}$ " x 7 $\frac{1}{2}$ "	3 $\frac{3}{4}$ " x 7 $\frac{1}{4}$ "
Warrant	3 $\frac{5}{8}$ " x 8"	3 $\frac{1}{2}$ " x 7 $\frac{3}{4}$ "
#8 $\frac{5}{8}$ Warrant	3 $\frac{5}{8}$ " x 8 $\frac{5}{8}$ "	3 $\frac{1}{2}$ " x 8 $\frac{3}{8}$ "
#9	3 $\frac{7}{8}$ " x 8 $\frac{7}{8}$ "	3 $\frac{3}{4}$ " x 8 $\frac{5}{8}$ "
#10	4 $\frac{1}{8}$ " x 9 $\frac{1}{2}$ "	4" x 9 $\frac{1}{4}$ "
#11	4 $\frac{1}{2}$ " x 10 $\frac{3}{8}$ "	4 $\frac{1}{4}$ " x 10 $\frac{3}{8}$ "
#12	4 $\frac{3}{4}$ " x 11"	4 $\frac{1}{2}$ " x 10 $\frac{3}{4}$ "

A-style announcement envelopes

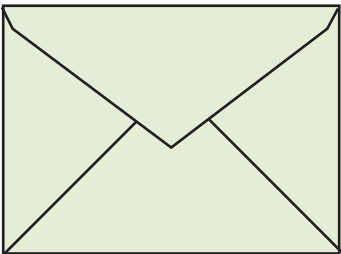
A-style announcement envelopes have a square flap and are most commonly used for thank you cards, invitations and promotional mailings.



Envelope	Dimensions	Enclosure Size
A-2	4 ³ / ₈ " x 5 ³ / ₄ "	4 ³ / ₁₆ " x 5 ¹ / ₂ "
A-6	4 ³ / ₄ " x 6 ¹ / ₂ "	4 ⁵ / ₈ " x 6 ³ / ₁₆ "
A-7	5 ¹ / ₄ " x 7 ¹ / ₄ "	5" x 6 ⁷ / ₈ "

Business announcement envelopes (Baronial envelopes)

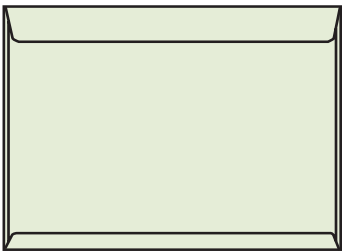
Baronial envelopes have a pointed flap, and are used for formal business announcements, invitations and changes of address.



Envelope	Dimensions	Enclosure Size
#4 Baronial	3 ⁵ / ₈ " x 5 ¹ / ₈ "	3 ¹ / ₂ " x 4 ⁷ / ₈ "
#5 Baronial	4 ¹ / ₈ " x 5 ¹ / ₂ "	4" x 5 ³ / ₈ "
#5 ¹ / ₂ Baronial	4 ³ / ₈ " x 5 ³ / ₄ "	4 ¹ / ₄ " x 5 ¹ / ₂ "
#6 Baronial	4 ³ / ₄ " x 6 ¹ / ₂ "	4 ⁵ / ₈ " x 6 ¹ / ₄ "
Lee	5 ¹ / ₄ " x 7 ¹ / ₄ "	5 ¹ / ₈ " x 7"

Catalog envelopes

Catalog, or open-end, envelopes have square flaps and open on the shorter dimension. Open-side envelopes also have square flaps, but open on the longer dimension. Both types of envelopes are used for mailing booklets and other large or unfolded inserts, and usually must be inserted by hand. They may be ordered with gummed adhesive, latex seal or no adhesive on the flap.



Envelope	Dimensions	Enclosure Size
6 x 9	6" x 9"	5 ³ / ₄ " x 8 ¹ / ₂ "
6 ¹ / ₂ x 9 ¹ / ₂	6 ¹ / ₂ " x 9 ¹ / ₂ "	6 ¹ / ₄ " x 9"
9 x 12	9" x 12"	8 ³ / ₄ " x 11 ¹ / ₂ "
9 ¹ / ₂ x 12 ¹ / ₂	9 ¹ / ₂ " x 12 ¹ / ₂ "	9 ¹ / ₄ " x 12"
10 x 13	10" x 13"	9 ³ / ₄ " x 12 ¹ / ₂ "
10 x 15	10" x 15"	9 ³ / ₄ " x 14 ¹ / ₂ "
12 x 15 ¹ / ₂	12" x 15 ¹ / ₂ "	11 ³ / ₄ " x 15"
11 ¹ / ₂ x 14 ¹ / ₂	11 ¹ / ₂ " x 14 ¹ / ₂ "	11 ¹ / ₄ " x 14"



Mailing indicias

THE SAMPLES SHOWN BELOW CONTAIN THE PROPER WORDING AND FORMATTING FOR THE MOST commonly-used mail permits, or indicias. Please use these formats when creating mailers or envelopes. Remember, you must include a return address on all mail pieces using an indicia.

If you have any questions about the proper mail permit for your project, or you need information on an indicia not shown in this guide, please contact Chad Perschon at 360-570-5555 or chad@prt.wa.gov.

Regular Standard Mail (previously Bulk Mail)

PRSR STD
US POSTAGE PAID
WASHINGTON STATE
DEPT OF PRINTING

OR

PRSR STD
US POSTAGE PAID
OLYMPIA WA
PERMIT #__

Non-profit Standard Mail

NON-PROFIT
ORGANIZATION
US POSTAGE PAID
WASHINGTON STATE
DEPT OF PRINTING

OR

NON-PROFIT
ORGANIZATION
US POSTAGE PAID
OLYMPIA WA
PERMIT #__



WARNING

Remember to replace the blank line in "Permit #_" with your agency's mail permit number when using these samples to create your indicias.

First Class Mail

FIRST CLASS
US POSTAGE PAID
WASHINGTON STATE
DEPT OF PRINTING

OR

FIRST CLASS
US POSTAGE PAID
OLYMPIA WA
PERMIT #__

Presorted First Class Mail

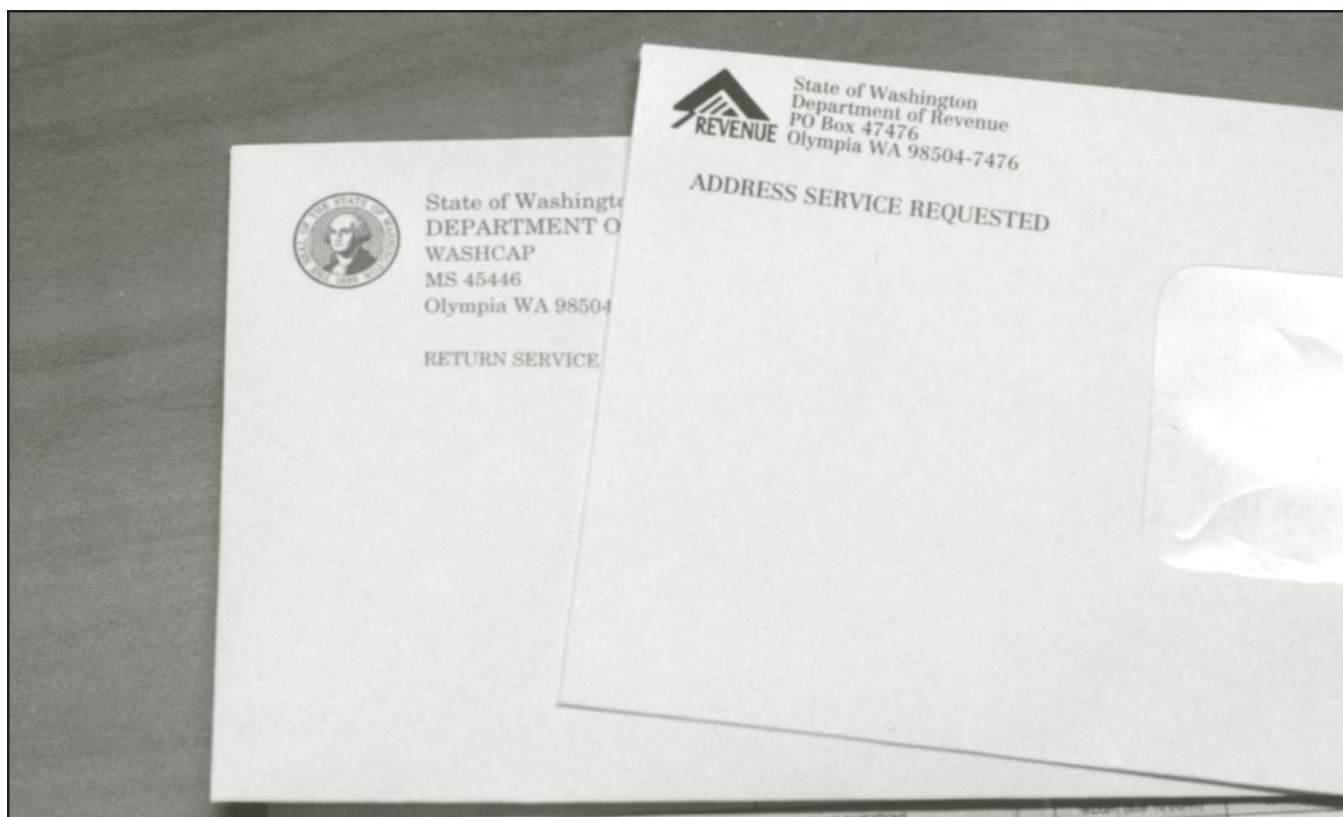
PRESORTED
FIRST CLASS
US POSTAGE PAID
WASHINGTON STATE
DEPT OF PRINTING

OR

PRESORTED
FIRST CLASS
US POSTAGE PAID
OLYMPIA WA
PERMIT #__

Package Services

Pieces weighing over one pound are mailed at Package Services rate, which includes a variety of indicia formats. Contact Chad Perschon at 360-570-5555 for the appropriate mail indicia for your project. ✚



Ancillary service endorsements

THE FOLLOWING TABLE SHOWS THE TYPES OF ANCILLARY SERVICE ENDORSEMENTS USED TO TELL THE post office what to do with your mail if it can't be delivered as addressed. Please call your customer service representative if you would like more information about these endorsements.

<i>Endorsement</i>	<i>Action taken</i>	<i>Fees</i>
Address Service Requested	<p>Forwarding and return. New address notification provided.</p> <p>1-12 months after change of address: Mail piece is forwarded, a separate notice of new address is provided and an address correction fee is charged.</p> <p>13-18 months: Mail piece is returned with the new address attached.</p> <p>After 18 months or if undeliverable: Mail piece is returned with reason for nondelivery attached.</p>	<p>First Class Mail: No charge for forwarding. Address correction fee charged for first 12 months.</p> <p>Regular Standard Mail (formerly Bulk Mail): No charge for forwarding for first 12 months. After that a weighted fee is charged. The weighted fee is the first class rate multiplied by 2.472 and rounded up to the nearest whole cent.</p>



Information

Please see [Page 103](#) for more information about designing a successful mail piece.

<i>Endorsement</i>	<i>Action taken</i>	<i>Fees</i>
Forwarding Service Requested	<p>Forwarding and return. New address notification provided only for return.</p> <p>1-12 months after change of address: Mail piece is forwarded.</p> <p>13-18 months: Mail piece is returned with new address attached.</p> <p>After 18 months or if undeliverable: Mail piece returned with reason for nondelivery attached</p>	<p>First Class Mail: No charge.</p> <p>Regular Standard Mail (formerly Bulk Mail): No charge for first 12 months. After that, a weighted fee is charged. The weighted fee is the first class rate multiplied by 2.472 and rounded up to the nearest whole cent.</p>
Return Service Requested	<p>No forwarding, only return. New address notification provided.</p> <p>Mail piece is returned with the new address or reason for nondelivery attached</p>	<p>First Class Mail: No charge</p> <p>Regular Standard Mail (formerly Bulk Mail): Single-piece first class or priority mail rate charged.</p>
Change Service Requested*	<p>No forwarding or return. New address notification provided.</p> <p>Separate notice of new address or the reason for nondelivery is provided. The mail piece is disposed of by the post office.</p>	<p>First Class and Regular Standard Mail:</p> <p>Manual notice - \$.50 each</p> <p>Automated notice - \$.20 each.</p>

*For First Class Mail, this option is only available via electronic Address Correction Service (ACS). Not available for mail with special services such as certified or registered mail.

surface shine or luster.

glossary *n.* alphabetical list of terms related to a specific subject or text; brief dictionary.

Glossary

A

accordian-fold: In binding, a term used for two or more parallel folds which open like an accordian. A document with two accordian folds is often called a Z-fold.

acid-free: Paper manufactured with the proper pH balance to prevent chemical deterioration over time.

additive primaries: Red, green and blue (RGB) light. When lights of these colors are added together, they produce white light.

against the grain: Folding or feeding paper at right angles to the direction of the grain of the paper.

art: All illustration copy used in preparing a job for printing.

ascender: The part of a lowercase letter which rises above the main body, as in the letter "d."

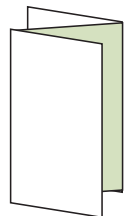
ASCII: Abbreviation for American Standard Code for Information Interchange. A computer file format used for representing text as numerical data.

B

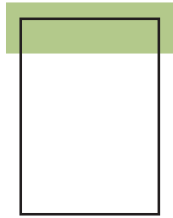
backing up: Printing the reverse side of a sheet already printed on one side.

basic size: Standard industry dimensions (in inches) of paper used when determining the basis weight of paper. For example, 25" x 38" is the basic size for book papers.

basis weight: The weight in pounds of a ream of paper cut to the basic size for that grade. For example, 500 sheets of 25" x 38" 70-pound text paper weighs 70 pounds.



▲
Accordian fold

Bleed
▼

▲
T

Broken type

bit: In computers, the basic unit of digital information. It is a contraction of Binary Digit.

bit map: In computer imaging, the electronic representation of a page, indicating the position of every possible imaging dot.

black-and-white: Originals or reproductions in a single color, as distinguished from multi-color.

blanket: In offset printing, a rubber-surfaced fabric which is clamped around a press cylinder, to which the image is transferred from the plate, and from which it is transferred to the paper.

bleed: An extra amount of printed image which extends beyond the trim edge of the sheet or page.

blind embossing: A design which is stamped without metallic leaf or ink, creating a raised image in the paper.

body type: A type used for the main text of a printed piece, as distinguished from the heading.

bold-face type: A name given to type that is heavier than the text type with which it is used.

bond paper: A grade of writing or printing paper where strength and durability are required, often used for letterhead and business forms. The basic size is 17" x 22".

book paper: A general term for coated and uncoated papers used for brochures, the interior pages of books, etc. The basic size is 25" x 38".

break for color: In artwork and composition, to separate the parts to be printed in different colors.

brightness: In paper, the brilliance or light reflecting property of the paper.

Broken type: Letter or word with poor image quality.

burn: A common term used for exposing printing plates, film or other material to light in order to produce an image.

byte: In computers, a unit of digital information equivalent to one character or eight to 32 bits.

C

caliper: The thickness of paper, usually expressed in thousandths of an inch (mils).

camera-ready: Copy which is ready for photography.

case: In bookbinding, the covers of a hardbound book.

cast coated: Coated paper dried under pressure against a polished cylinder to produce a high-gloss enamel finish.

CD-ROM: Abbreviation for Compact Disc Read Only Memory. A laser encoded optical storage disc capable of storing over 1 Gigabyte of data.

chemical pulp: In papermaking, pulp created by treating wood chips with chemicals to remove impurities.

chokes and spreads: Overlap of images to avoid fringes or borders around image detail. Called trapping in digital imaging systems.

CMYK: Abbreviation for Cyan, Magenta, Yellow and Black. The subtractive primary colors used in process color printing. Black is added to enhance color and contrast.

coated paper: Paper having a surface coating which produces a smooth finish and makes the paper less porous. Surfaces vary from matte to glossy.

coating: In printing, an emulsion, varnish or lacquer applied over a printed surface to protect it.

collate: In binding, the gathering of sheets or signatures in the proper order.

color correction: Any method used to improve color rendition and accuracy.

color separation: The process of separating full-color originals into the primary printing colors, or multi-color originals into differing spot colors.

comb binding: A form of binding that involves punching rectangular holes along the spine and mechanically inserting a plastic comb into the holes.

condensed type: A narrow or slender typeface.

continuous tone: A photographic image that contains gradient tones from black to white.

contrast: The tonal gradation between the highlights, middle tones and shadows in an image.

copy: Any furnished material such as text, photos and artwork to be used in the production of printing.

copyfitting: In composition, the calculation of how much space a given amount of copy will take up in a given size and typeface. Also, the adjusting of the type size to make it fit in a given amount of space.

cover paper: A term applied to a variety of papers used for the covers of catalogs, brochures, booklets and similar pieces. The basic size is 20" x 26".

crop: To eliminate portions of the copy, usually on a photograph, as indicated on the original by the cropmarks.

cropmarks: Vertical and horizontal lines indicating the area of an image to be removed. Only the area inside the cropmarks will be kept.

CTP: Abbreviation for Computer To Plate. Computer-to-plate systems or platesetters eliminate the need to output film before creating a printing plate.

curl: In paper, the distortion of a sheet due to uneven structure, absorption of moisture on an offset press or loss of moisture on a photocopier.

cyan: A primary pigment color and one of the colors used in four-color process printing. Cyan is sometimes referred to as process blue.

D

debossing: Impressing an image into paper to create a sunken image.

descender: The part of a lower case letter which extends below the main body, as in the letter "p."

die-cutting: The process of using sharp steel rules to cut shapes from printed sheets.

digital color proof: An off-press color proof printed from digital data without the need for separation films.

dot: The individual element of a halftone. In standard screening the dots vary in size. In digital, stochastic screening the dots are very small and usually all the same size.

dot gain: In printing, a defect in which dots print larger than they should due to ink absorption by the paper, causing darker tones or stronger colors.

p

▲ descender



▲
Duotone

DPI: Abbreviation for Dots Per Inch. A measure of the resolution of a screened image or a printed page.

draw-down: In inkmaking, roughly determining the shade of an ink color by placing a small amount of ink on the paper and drawing it down with the edge of a putty knife spatula to get a thin film of ink.

drier: In inkmaking, a substance added to the ink to hasten drying.

drop-out: Portions of the original that do not reproduce, especially colored lines or background areas (often on purpose).

dummy: A preliminary layout showing the position of illustrations and text as they are to appear in the final reproduction. A set of blank pages made up in advance to show the size, shape and general style of a piece of printing.

duotone: A term for a two-color halftone reproduction of a photographic image.

duplex paper: Paper with a different color or finish on each side.

E

electronic printing: Any technology, usually electrophotographic in nature, that reproduces pages without the use of ink, water or chemistry.

electrophotography: Image transfer systems used in copiers to produce images using electrostatic forces.

em: In composition, a unit of measurement exactly as wide and high as the point size being set. So named because the letter “M” in early fonts was usually created in a square area.

embossed finish: Paper with raised or depressed surface resembling wood, cloth, leather or other patterns.

embossing: Impressing an image in relief to achieve a raised surface.

en: In composition, a unit of measurement one-half the width of an em.

enamel: A term applied to a coated paper or to a coating material on paper.

EPS: Abbreviation for Encapsulated PostScript. A file format containing structured PostScript code, comments and a screen display image, used to transfer graphic images within compatible applications.

exposure: In photography and platemaking, the step during which light produces an image on the photo-sensitive coating of film negatives or printing plates.

expanded type: A type whose width is greater than normal.

F

felt-side: The smoother side of the paper for printing. The top side of the sheet in paper manufacturing.

flat: In offset-lithography, the assembled composite of masked negatives or camera-ready positives ready for platemaking.

flush left: In composition, type set to line up at the left with a ragged right edge.

flush right: In composition, type set to line up at the right of the column, with a ragged left edge.

folio: The page number.

font: In composition, a complete assortment of letters, numbers, punctuation marks, etc. of a given size and design.

form: In offset printing, the assembly of pages and other images for printing.

fountain solution: In lithography, a solution of water and chemicals used to dampen the plate and keep non-printing areas from accepting ink.

FPO: Abbreviation for For Position Only. In digital imaging, a low-resolution image position in a document to be replaced during imagesetting with a higher-resolution version of the same image.

free sheet: Paper containing only chemical pulp, with no groundwood pulp.

G

gatefold: A type of fold in which panels fold from both outside edges toward a center fold, often used for brochures.

gathering: In binding, assembling folded signatures in the proper sequence.

ghosting: A faint image that appears on a printed sheet where it is not intended.

grain: In papermaking, the direction in which most fibers lie.

gray scale: A strip of standard gray tones, ranging from white to black, placed at the side of original copy during photography to measure the range of tones and contrast obtained.

gripper edge: The leading edge of paper as it passes through the printing press, so called because press grippers grasp this edge when guiding paper through the press.

gripper margin: Unprintable blank edge of paper on which the press grippers bear, usually $\frac{1}{2}$ " or less.

grippers: In sheetfed printing presses, metal fingers that clamp on paper and control its flow as it passes through the press.

groundwood pulp: In papermaking, pulp produced by mechanically grinding logs or wood chips. It is used mainly for newsprint.

gutter: In a folded or bound document, the blank space or inner margin from the printed area to the binding.

H

halftone: The reproduction of continuous-tone images such as photographs through a screening process which converts the image into a series of dots.

hard proof: A proof on paper or other substrate as distinguished from a soft proof, which is an image on a computer screen.

head margin: The white space above the first line on a page.

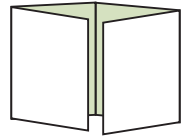
hickey: In offset lithography, a spot or imperfection in the printing due to dirt on the press, dried ink skin, paper particles, etc.

I

imagesetter: A generic term that applies to film output devices for type and graphics.

imposition: The positioning of pages on a signature so that after printing, folding and cutting all pages will appear in the proper sequence.

ink holdout: A characteristic of paper related to its capacity to keep ink sitting on the surface rather than absorbing into the sheet. Coated paper has better ink holdout than uncoated paper, and thus produces sharper printed images.



▲ Gatefold



▲ Halftone

J

jog: To align sheets of paper into a compact pile.

justify: In composition, to space out lines uniformly to a specific length.

K

kerning: Adjusting the space between characters during typesetting to create a more pleasing appearance.

L

laid finish: Paper with a pattern of parallel lines at equal distances, giving a ribbed effect.

lamination: A plastic film bonded by heat and pressure to a printed sheet for protection or appearance.

layout: The drawing or sketch of a proposed printed piece showing the location of type, art, etc.

leading: Pronounced “ledding.” The distance between lines of type, measured in points.

letterspacing: The placing of additional space between each letter of a word.

line copy: Any copy suitable for reproduction without using a halftone screen.

M

makeready: All work done to set up a press or piece of bindery equipment in preparation for performing a production task.

mask: In offset lithography, opaque material used to protect open or selected areas of a printing plate during exposure. In color separation photography, an intermediate photographic negative or positive used in color correction.

master: A plate for a duplicating machine.

matte finish: A coated paper finish without gloss or luster.

mechanical: A term for a camera-ready pasteup of artwork, including type, photos, line art, etc. on one piece of artboard.

mil: Unit of thickness equal to $\frac{1}{1000}$ of an inch, used to describe paper and laminate.

moiré: Pronounced “mwa-ray.” The undesirable pattern created by incorrect screen angles of overprinting screens or halftones.

mottle: Spotty or uneven appearance of printing, usually in areas of solid ink coverage.

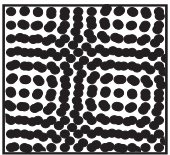
N

negative: Film containing an image in which the values of the original are reversed so the dark areas in the image appear light on the film and vice versa. The opposite of a positive.

newsprint: Paper made mostly from groundwood pulp used for printing newspapers.

O

oblong: A booklet bound on the shorter dimension.



▲
Moiré



▲
Negative

OCR: Abbreviation for Optical Character Recognition. An electronic means of scanning or reading printed copy and converting the scanned image to an electronic equivalent.

offset: In printing, the process of using an intermediate press blanket to transfer an image to paper or another substrate from the printing plate. Short for offset lithography.

on-demand printing: The process of printing small quantities of printed pieces as needed with very short turnaround times.

opacity: The property of paper which minimizes show-through of printing from the back side or the next sheet.

orphan: In typesetting, a word or short line of text at the end of a paragraph that becomes separated from the other lines in that paragraph and falls by itself at the top of the next column or page. Frowned upon in good typography.

overprinting: Printing over an area that has already been printed, often used to place type over a background color.

overrun: Copies printed in excess of the ordered quantity.

P

pasteup: See *mechanical*.

perfecting press: A printing press that prints both sides of the paper in one pass through the press.

PDF: Abbreviation for Portable Document File. A universal electronic file format modeled after the PostScript language for the transfer of graphics files across multiple computer platforms. PDF is device- and platform-independent so files can be viewed, navigated and printed from any computer, regardless of the fonts or software program used to create the original.

perfect binding: Type of book binding in which the pages are held together by a flexible adhesive and a printed, wrap-around cover is applied to the spine, as in paperback books.

pica: Printer's unit of measurement, used mostly in typesetting. One pica equals approximately $\frac{1}{6}$ of an inch.

picking: In printing, flaws caused by the lifting of the paper surface during printing when the pulling force of the ink is greater than the surface strength of the paper.

pin holes: Printing defect in which tiny holes appear in areas of solid ink coverage, allowing the paper to show through pin-sized dots. Also, holes punched along the edge of film and printing plates to ensure proper register.

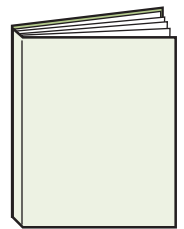
pin register: The use of accurately positioned holes and special pins on copy, film, printing plates and presses to ensure colors and images line up properly.

pixel: Short for "picture element". The smallest unit of digital imaging and raster images.

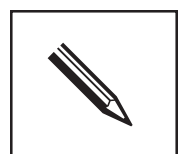
platesetter: Equipment which uses lasers to print images directly on printing plates.

positive: In photography, film containing an image in which the dark and light values are the same as the original. The reverse of a negative.

PostScript: A page description language developed by Adobe Systems, Inc. to describe an image for printing. A PostScript file is a purely text-based description of a page used to handle both text and graphics.



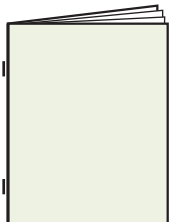
▲ Perfect binding



▲ Positive



▲
Register marks



▲
Saddle stitch

preflight: In digital prepress, the test used to evaluate every component used to produce a printing job from electronic files.

press proof: A proof of a color image made on the printing press in advance of the production run. Also called a press check.

pressure-sensitive paper: Material with an adhesive coating protected by a backing sheet, used for production of labels, stickers, etc.

process colors: In printing, the primary colors used in four-color process printing; cyan, magenta, yellow and black.

R

ragged left: Type that is aligned on the right margin and ragged on the left.

ragged right: Type that is aligned on the left margin and ragged on the right.

ream: Five hundred sheets of paper.

register: In printing, fitting of two or more printing images in exact alignment with each other.

register marks: Crosses or other targets used for positioning images correctly for proper register.

resolution: The description of electronic image quality using the number of dots per inch.

RGB: Abbreviation for Red, Green, Blue. The primary additive colors used in displaying images on computer screens and scanners.

right-angle fold: A term used for two or more folds that are at 90-degree angles to each other.

RIP: Abbreviation for Raster Image Processor. A combination of computer hardware and software that controls the printing process by calculating the bit maps of images and instructing the printing device to create the images.

run-around: In composition, the term describing type set to fit around a picture or other element of the design.

runnability: Paper properties that affect the ability of the paper to run on a press.

S

saddle stitch: A type of binding that fastens a booklet by wiring it through the middle fold of the sheets. The finished booklet appears to have been stapled through the spine, as in most magazines.

sans serif: A type style in which there are no small cross-lines projecting from the main strokes of the letters. Arial and Helvetica are common sans serif fonts.

score: To impress or indent a mark in paper to make folding easier.

screen: An area printed in a pattern of dots rather than a solid area of ink, or the process of creating this dot pattern. The darkness of the screen is commonly expressed as the percentage of the paper surface to be covered with ink, as in a 30% screen. The dots in a halftone screen are of various densities, creating highlights and shadows within the image.

screen angles: In color reproduction, angles at which the halftone screens are placed with relation to one another to avoid undesirable moiré patterns.

scum: In offset lithography, a film of ink printing in the non-image areas of a plate where it should not print.

self cover: A booklet using a cover of the same paper as inside text pages.

serif: The short cross-lines at the ends of the main strokes of many letters in some type faces, or type faces that contain these projections. Times, Palatino and Garamond are common examples of serif fonts.

set-off: In presswork, when the ink of a printed sheet rubs off on the next sheet as it is being handled. Also called offset.

sheetwise: To print one side of a sheet of paper with one plate, then turn the sheet over and print the other side with another plate.

show-through: The undesirable condition in which printing on the reverse side of a sheet can be seen through the paper under normal lighting conditions.

side stitch: To bind sheets or signatures of a booklet by stitching with wire on the side of the book near the spine. The finished piece appears to have been stapled close to the binding edge of the book.

signature: In printing and binding, the name given to a printed sheet after it has been folded.

slitting: Cutting printed pieces by means of cutting wheels on a press or folder.

small caps: An alphabet of small capital letters available in most roman type faces approximately the size of the lower case letters. Used in combination with larger capital letters.

soft proof: A proof displayed on a monitor, as opposed to a hard proof which is printed on paper or other substrate.

spine: The back of a bound book connecting the two covers.

spiral binding: A book bound with a continuous plastic or wire spiral form inserted through holes punched along the binding edge.

stochastic screening: A digital screening process that converts images into very small dots of equal size and variable spacing as opposed to other types of screening that use variable-size dots.

stock: Paper or other material to be printed.

stripping: In image assembly, the position of negatives or positives on a flat to compose a page for printing.

subtractive primaries: Cyan, magenta and yellow, the pigment hues used for process-color printing inks.

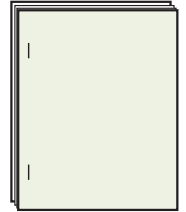
T

tack: In printing inks, the amount of cohesion between ink particles. A tacky ink may cause surface picking or splitting of weak papers.

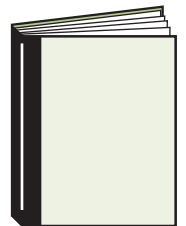
text: The body copy of a page or book, as distinguished from the headings. Also, a grade of paper often used for brochures, newsletters, etc.

thermal binding: A type of binding in which a cloth strip is applied to the spine of the book with a permanent, heat-processed adhesive.

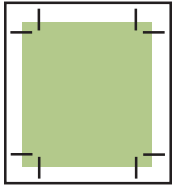
TIFF: Abbreviation for Tagged Image File Format. A file format for graphics suited for representing photographs and scanned images. TIFF is a neutral format designed for compatibility with all applications.



▲ Side stitch



▲ Thermal binding



▲
Trim marks

tooth: A characteristic of paper that permits it to readily accept ink. A slightly rough finish is said to have good tooth.

transparent ink: A printing ink which does not conceal the color beneath. Process inks are transparent so they will blend to form other colors.

trapping: In prepress, refers to how much overprinting colors overlap to eliminate white lines between colors when printing.

trim marks: Marks placed on the copy to indicate the edge of the page. Trim marks are used as a guide for finish cutting.

U

-up: In printing, two-up, three-up, etc. refers to imposition of material to be printed on a larger size sheet to take advantage of full press capacity.

UV inks: Solventless inks that are cured by UV radiation, used extensively in screen printing and narrow web letterpress.

V

Varnish: A thin, protective coating applied to a printed sheet for protection or appearance.

vellum finish: In paper, a toothy, absorbent finish resulting in fast ink penetration.

vignette: An illustration in which the background fades gradually away until it blends into the unprinted paper.

W

washup: The process of cleaning the rollers, plate and ink fountain of a printing press.

web: A roll of paper used on a web or rotary press.

web press: A press which prints on roll-fed paper.

widow: In typesetting, a single word or part of a word on a line by itself at the end of a paragraph. Frowned upon in good typography.

wire-o binding: Binding that uses a series of double wire loops that pass through punched slots along the edge of a booklet.

wire side: In papermaking, the side of a sheet next to the wire in manufacturing. Opposite of felt side.

work and tumble: To print one side of a sheet of paper, then turn it over from top to bottom using the same plate to print the second side.

work and turn: To print one side of a sheet of paper, then turn it over from left to right and print the second side using the same plate.

wove paper: Paper having a uniform surface and soft, smooth finish.



▲
Wire-o binding

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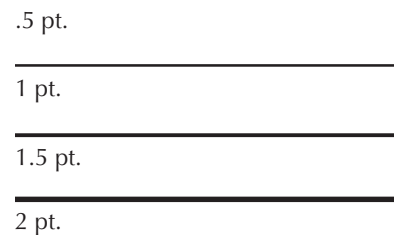
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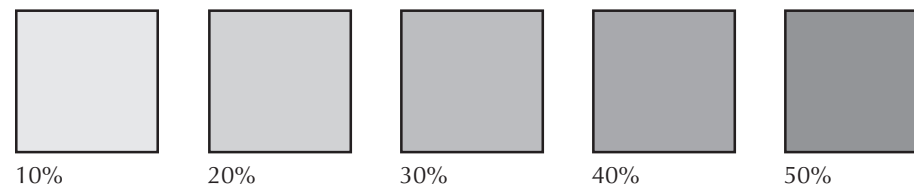
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• Bullet	Opt + 8	Alt + 0149
© Copyright symbol	Opt + g	Alt + Ctrl + c
... Ellipsis	Opt + ;	Alt + Ctrl + .
– En dash	Opt + -	Ctrl + Num -
— Em dash	Opt + Shift + -	Alt + Ctrl + Num -
En space	Cmd + Shift + n	None
Em space	Cmd + Shift + m	None
® Registered Trademark	Opt + r	Alt + Ctrl + r
§ Section symbol	Opt + 6	Alt + 0167
™ Trademark symbol	Opt + 2	Alt + Ctrl + t
° Degree symbol	Shift + Opt + 8	Alt + 0176

Line thickness

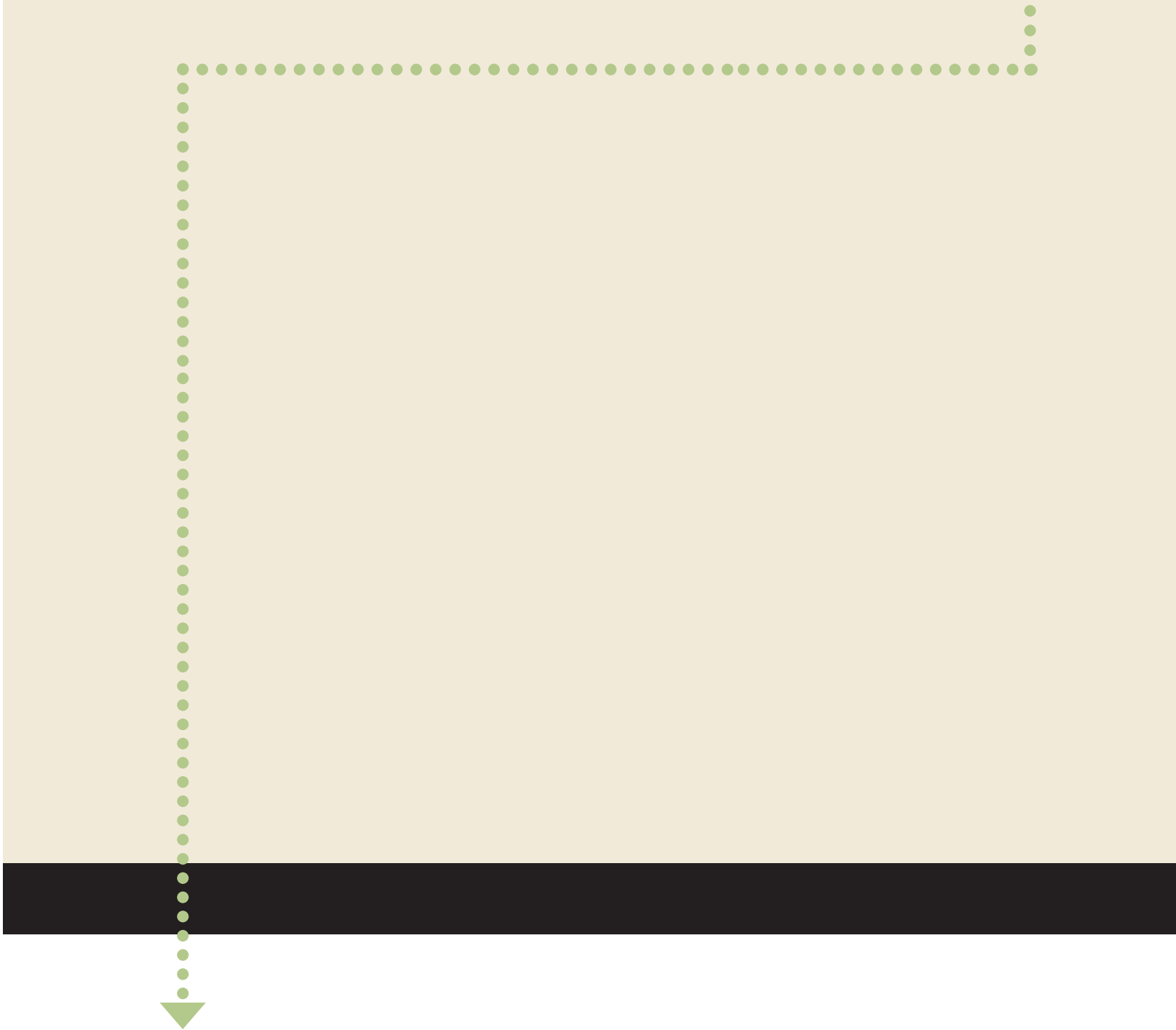


Screen percentage



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Washington State Department of Printing

Mailing address: PO Box 798, Olympia WA 98507-0798